MAY 20, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

A Full House radio audience has its source in a broadcasting art that programs to all the listening needs of all the people. So do good stations serve and prosper.

Seven Fort Industry stations located in an important stretch of 1800 air miles, starting at Toledo, Ohio, and ending in Miami, Florida, express the art of good broadcasting to 2,926,373 primary area radio homes and 1,710,378 more secondary area homes. It is a broadcasting art based upon 19 years of experience.

WSPD, *Toledo*—WAGA, *Atlanta*—WGBS, *Miami*—WWVA, *Wheeling*
WHIZ, *Zanesville*—WLOK, *Lima*—WMMN, *Fairmont*

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!

WCOP WITH 5000 WATTS

Now reaches the entire Metropolitan Boston area

—a market of 3,000,000 people

With new programs, promotions, wide-awake merchandising, *plus new power*, WCOP is Boston's most progressive station.

Ride WCOP's new signal into the third richest market in America. For availabilities write, wire or phone WCOP, Boston, or any Katz office.

View of new WCOP 5000-watt transmitter, Lexington, Mass.

WCOP Boston

American
BROADCASTING COMPANY

A **Cowles** Station
Exclusive American Broadcasting Company Outlet in Boston

CHEMICALS help swell the NASHVILLE market

Nashville's 5 million dollar chemical industry is a leader among the many long-established industries in this area. . . . With products valued at over 85 million dollars yearly, Nashville factories give steady employment to thousands and make a stable buying market for your quality product. Even before the war, one million people in this area spent over 356 million dollars annually in retail stores. . . . This rich market will be opened to you with a sales message broadcast by WSIX.

AMERICAN • MUTUAL

5,000 WATTS
980 K. C.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy!

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WHOLESALE renewal of temporary licenses of broadcast stations, stemming largely from FCC's Blue Book program inquiry, can be expected shortly. Handful of extreme cases, however, will be held out and probably designated for guinea pig hearings. FCC did not expect repercussions to its report of such atomic proportions.

FIELD Enterprises Inc. is negotiating for acquisition of station in Seattle. While officials decline comment, it is known Howard Lane, manager of broadcasting operations, conferred with owners of two network affiliated stations in Seattle and deal reported imminent. Field recently acquired KOIN Portland and also owns WJJD Chicago and WSAI Cincinnati.

NOW THAT Republican National Committee Chairman Reece has unlimbered his big berthas against FCC interference with radio's freedom, political wiseacres predict blitz campaigning tactics on both sides. Paul A. Porter, currently OPA administrator, technically on leave as FCC chairman, is former publicity director of Democratic Committee and sits on its policy councils. Charges of playing politics with radio are in offing from Republicans with stout Democratic defense to be expected.

WHILE results of Westinghouse Stratovision experiments have not been released, awaiting completion of far-reaching tests of radio transmission from planes flying anchored courses, preliminary reports indicate 1000-w AM transmitter on 1000 kc lays down primary broadcast signal nearly 200 miles in all directions.

PRACTICALLY all "group ownership" inter-

(Continued on page 94)

Upcoming

May 26-29: 42nd Annual Convention and Exposition, Advertising Federation of America, Hotel Schroeder, Milwaukee.

May 27-30: 12th Annual Meeting of Canadian Assn. of Broadcasters, Cheateau Frontenac, Quebec, Que.

(For other Upcomings, see page 56.)

Bulletins

MUTUAL late Friday offered National Assn. of Manufacturers quarter hour on unspecified date to answer critical broadcast by Quentin Reynolds May 12. [See earlier story, page 81].

FOUR major networks, more than 130 stations thus far agreed to France-American program exchange, according to Robert Lange, North American director of radio for France at reception by French Consulate in his honor Friday evening at Belar, Cal. Mr. Lange, currently touring country's key radio operations, foresees even greater exchange now that Lea Act has outlawed union music restrictions on foreign-originated broadcasts.

TRANSITION of many parts of nation from standard to daylight saving time, expected by many experts to result in drastic radio audience reduction, incurred no loss of audience at all, C. E. Hooper Inc. survey disclosed last Friday. Average evening audience rating was 8.6, unchanged from previous survey when whole country was on standard time. Hooper disclosed ratings of 51.5% of all network shows increased after switch to daylight time. In May 1941, last time nation switched, rating of 90% of all shows plummeted.

Business Briefly

BRISTOL-MYERS VIDEO ● Bristol-Myers Co., New York, through Young & Rubicam, New York, currently negotiating with WNBT, NBC video station, for sponsorship of half-hour show Sundays 9-9:30 p. m. on 52 weeks contract. Type and format unsettled.

LEVER SUMMER SHOW ● Lever Brothers Co., Cambridge, Mass. (Rinso) as summer replacement for *Amos 'n' Andy*, NBC, Tuesday 9-9:30 p. m., will sponsor *Dunninger*, mental telepathist, effective June 5, for four weeks, to be followed by a 13-week hiatus. Agency, Ruthrauff & Ryan New York.

ESQUIRE GAME ON ABC ● General Mills Inc., Minneapolis, and Wilson Sporting Goods Co., Chicago, Aug. 10 will jointly sponsor third annual Esquire All-American Boys Baseball Game at Wrigley Field, Chicago, and carried on ABC with Harry Wismer. Knox-Reeves, Minneapolis, agency for General Mills, Ewell-Thurber Agency, Chicago, for Wilson Co.

HOME PRODUCTS APPOINTS ● Home Products Corp., Chicago, (Whistle cleaner) appointed Olian Adv., Chicago, to handle advertising on new product. Radio now being used in test markets.

ABC STARTS NET VIDEO

ABC May 24 will launch television operations on 3-station basis by weekly program arrangement with WPTZ Philadelphia, Philco station, WABD New York, DuMont station and WRGB, General Electric in Schenectady. First presentation will be on WPTZ Friday 8-8:30 p. m. Programs will originate on WABD Tuesdays or Thursdays, on WRGB Mondays and Wednesdays, WPTZ on Fridays.

3d DISTRICT MEETING ADOPTS SIX RESOLUTIONS

SIX resolutions adopted by NAB 3d District at closing meeting Friday (early story page 18). They were: Approved NAB stand on Blue Book and pledged support to President Justin Miller; commended President Miller for efforts to promote understanding between industry and AFM as basis for local negotiations; commended BMB and urged study of techniques as basis for continuance beyond present survey; pledged larger support to BMI; extended to President Miller unswerving support and commended his industry leadership; voiced appreciation to President Miller, Secretary-Treasurer C. E. Arney Jr. and Director of Broadcast Advertising Frank E. Pellegrin for participation in the district meeting.

Alfred C. Paddison, president of Australian Federation of Commercial Broadcasters, spoke at Friday lunch, criticizing government monopoly of shortwave stations for propaganda. Television demonstration given Friday by Louis E. Littlejohn, chief engineer of WFIL Philadelphia.

Free Radio Becomes Major GOP Issue

REPUBLICANS Saturday night were to formally inject free radio issue into 1946 campaign with speech at 9:45-10 p. m., EST, on CBS by Rep. B. Carroll Reece (R-Tenn.), chairman, Republican National Committee.

In speech prepared for broadcast, Rep. Reece said FCC has concerned itself "more with the political objectives of the party in power than it has with the administration of radio traffic" under Communications Act. He declared "radio must be kept free," that it is entitled to same constitutional rights as press and other media of expression.

Mr. Reece attacked FCC Blue Book, told listeners "in Washington there are seven men who are challenging your constitutional right to listen" to program of their choice.

"By what right does the Commission interfere with the content of radio programs, and set itself up as a judge of culture and education?" demanded GOP chairman.

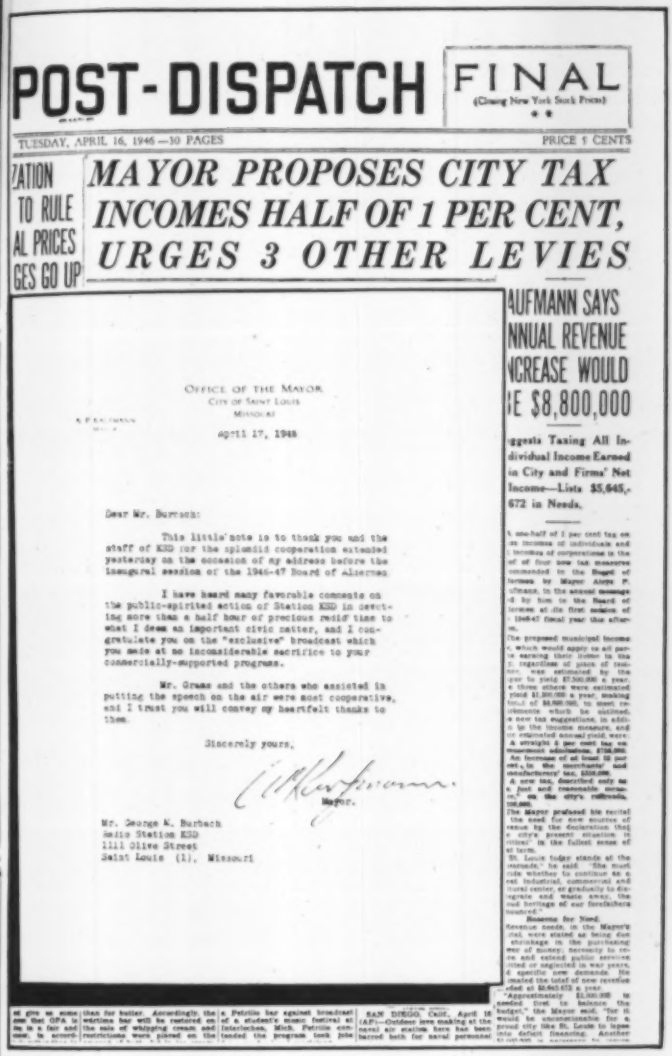
Mr. Reece criticized FCC's interpretation of "public interest," said he studied law, found nine sections relating to it, "none of which makes the slightest reference to any control of program content." He cited Sec. 326.

Mr. Reece lauded American radio as best in world. "Personally I don't know who is particularly displeased with American radio, yet the FCC has taken it upon itself to condemn American radio as uncouth, uncultured and commercial," he said. He urged listeners to fight for freedom to hear what they wish. He likened complaints against commercials to those against newspapers and magazines because they carry ads, reminded listeners they didn't have to read ads or listen to commercials, but said "commercials make it possible for you to get great entertainers and artists."

He charged Government wants to control radio to control people's thoughts, warned that "any citizen who is not on the alert to block any such effort is inviting national disaster, because freedom of speech and politically-controlled radio cannot live for long under the same roof. . . . The end of the road down which the Commission proposes to lead us is Government-controlled programming of radio."

GOP headquarters sending text of speech to all stations; making transcriptions available.

ANOTHER KSD "EXCLUSIVE"



POST-DISPATCH FINAL (Closing New York Stock Prices)

TUESDAY, APRIL 16, 1946—30 PAGES PRICE 5 CENTS

ZATION TO RULE AL PRICES GES GO UP

MAYOR PROPOSES CITY TAX INCOMES HALF OF 1 PER CENT, URGES 3 OTHER LEVIES

AUFMANN SAYS NNUAL REVENUE NCREASE WOULD E $8,800,000

ggests Taxing All Individual Income Earned in City and Firms' Net Income—Lists $5,645,672 in Needs.

OFFICE OF THE MAYOR
CITY OF SAINT LOUIS
MISSOURI

April 17, 1946

Dear Mr. Burbach:

This little note is to thank you and the staff of KSD for the splendid cooperation extended yesterday on the occasion of my address before the inaugural session of the 1946-47 Board of Aldermen.

I have heard many favorable comments on the public-spirited action of Station KSD in devoting more than a half hour of precious radio time to what I deem an important civic matter, and I congratulate you on the "exclusive" broadcast which you made at no inconsiderable sacrifice to your commercially-supported programs.

Mr. Grass and the others who assisted in putting the speech on the air were most cooperative, and I trust you will convey my heartfelt thanks to them.

Sincerely yours,

A. P. Kaufmann
Mayor.

Mr. George A. Burbach
Radio Station KSD
1111 Olive Street
Saint Louis (1), Missouri

Mayor A. P. Kaufmann of St. Louis (at KSD microphone) delivering his annual opening-session message to the Board of Aldermen from the speaker's desk before President of the Board Albert L. Schweitzer.

On Tuesday, April 16, the Mayor of the City of St. Louis presented his annual message to the Board of Aldermen at its first session of the new fiscal year. The contents of the message, especially the proposal which would establish a municipal tax on individual gross incomes, marked the occasion as one of the most momentous of its kind. In keeping with KSD's policy to accord the most comprehensive treatment to every subject which may be classified as NEWS, KSD broadcast the Mayor's address in its entirety, direct from the Board of Aldermen's Chamber in the City Hall. KSD was the *only* St. Louis station to bring this important address to the radio audience, and became the *first* St. Louis station ever to broadcast from the Board of Aldermen's Chamber.

KSD

BROADCASTING • Telecasting

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.

THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

FROZEN FOODS— 1/3 of U. S. Production

In 1925 less than 15 million pounds of frozen foods were produced in the United States . . . reliable sources quote the 1945 production figure at 570,000,000 pounds valued at $200,000,000.

The Pacific Northwest alone produced over 200,000,000 pounds of frozen fruits and vegetables in 1945—more than one-third of the entire nation's output.

Despite the already phenomenal growth of the frozen food industry, it is still in its infancy. The future of the frozen food industry is practically unlimited, and the Pacific Northwest is its home . . . The Seattle—Tacoma market is its capital.

KIRO is the only 50,000 watt station in this rich market . . . it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.

SEATTLE TACOMA

KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.

BROADCASTING
TELECASTING

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At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Cleo Kathas.
AUDITING: B. T. Taishoff, Irving C. Miller, Mildred Racoosin.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*
Frank Bannister, Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.
PROMOTION: Winfield Levi.

NEW YORK BUREAU
250 Park Ave. *PLaza 5-8355*
EDITORIAL: Bruce Robertson, *New York Editor,* Edwin H. James, *Asst. New York Editor;* Florence Small, Dorothy Macarow, Patricia Foley.
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Helen Jean Tobias.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

THE SPARTAN WOMEN AND THE CHAMBRAY

Jane Dalton, Women's Director of WSPA, is on the air every Monday through Saturday from 9:45 to 10:00 a.m., sponsored by Aug. W. Smith's Department Store, and again from 10:15 to 10:30 a.m. (She's been *selling* on WSPA for the past six years!)

The other morning she advertised some cotton chambray for Smith's with the goods going on sale precisely at the end of her first broadcast at 10:00 o'clock. At the end of her second broadcast at 10:30, Jane herself scurried off to Smith's to buy some of the chambray she had just described.

There wasn't enough left to make a doll's dress!

Spartan women, who know a good thing when they hear about it over WSPA, had swarmed to the store and snapped up some 5,000 yards of chambray in just under 30 minutes!

We've got other *selling* Spartans on WSPA, too. And the 151,458 families served by WSPA are the perfect audience for them ...and for you. But then, the WSPA Piedmont is an advertiser's paradise. A paradise that is "one of the *best-balanced* sections in the entire country".

And WSPA swings the *balance* your way.

WSPA **SPARTANBURG, SOUTH CAROLINA**

Represented by Hollingbery
5000 watts day, 1000 watts night, 950 kilocycles
Walter J. Brown, Vice-Pres. and Gen'l Manager

CBS station for the Spartanburg-Greenville Market

MANNING

G missed the Mudville classic

If the mighty Casey had struck out in Cleveland instead of Mudville—Tom Manning would have covered it. Cleveland is Tom's own special bailiwick, and to northern Ohio listeners his voice is as well-known as the letters W-T-A-M.

As WTAM's Director of Special Events, Tom Manning brings to the microphone a constant procession of sporting events, interesting personalities and unusual happenings. From the 1932 World Series to this year's National Open—it's Manning at the mike.

Exciting coverage of special events is only one phase of WTAM's service to the Cleveland area. Top-flight local features plus the NBC Parade of Stars have made thousands of radio listeners into *responsive* WTAM fans. Why not make these fans yours?

FIRST IN CLEVELAND

WTAM

50,000 WATTS

Represented by NBC SPOT SALES

Nebraska's
CAPITAL CITY STATION

A "CAPITAL" IDEA

Lincoln is not only Nebraska's second market, but also the home of two great institutions, the State Capitol and the University of Nebraska.

There is only ONE radio station in this rich market that concentrates on serving the people in the Lincoln area alone. That is KFOR, with the best in ABC and Mutual shows, powerful local programs, and a continuous stream of public interest events for and about the Lincoln area.

Write for the attractive booklet that tells the complete story of how KFOR is selling Lincoln for others, and can sell Lincoln for you.

Represented by
EDWARD C. PETRY CO., INC.

KFOR
LINCOLN, NEBRASKA
GORDON GRAY, *Vice Pres. and General Manager*
HARRY PECK, *Station Manager*
BASIC
ABC and MUTUAL

Feature of the Week

FRACTIOUS Fiorello H. LaGuardia, who feels undressed without a man-sized chip on his pint-sized shoulder, last week picked a scrap with an adversary that was bigger than a man of less volatile blood pressure would like to tackle.

On an otherwise placid Mother's Day, the bumptious ex-mayor of New York took to the air on his regular ABC commentary (Sundays 9:30-9:45 p. m.) to deliver a blistering tirade against the National Assn. of Manufacturers and its recent series of newspaper advertisements damning the OPA. Railed the Little Flower: ". . . Vicious, malicious misrepresentation." NAM, he said, was "a mean, selfish, greedy crowd."

After waiting a dignified three days, NAM flicked the chip from Mr. LaGuardia's shoulder. To ABC, *Liberty* magazine, Mr. LaGuardia's sponsor, Warwick & Legler, the magazine's agency, and the Little Flower himself, NAM addressed a letter: "The NAM feels that Mr. LaGuardia should be answered. . . . We respectfully request, therefore, that (you) grant the NAM an equal amount of time, namely three minutes and 20 seconds (the duration of Mr. LaGuardia's remarks on NAM), to reply on next Sunday's *Liberty* sponsored broadcast."

A day later the answer came back, from Mr. LaGuardia himself: "We do not believe that the subject of the discussion or your request comes within the rules requiring an opportunity to be given on the same time for reply. However, I would be very pleased to . . . allow . . . the three minutes and 20 seconds requested."

NAM said John C. Gebhardt, its research director, would appear on Mr. LaGuardia's broadcast to refute the charges. NAM's appearance, scheduled for last night, was believed to be the first time that anyone had been given a chance on a sponsored news commentary to rebut what the commentator had said.

Asks Equal Time

NATIONAL Association of Manufacturers sent a letter to Walter Mack, president of Pepsi-Cola; William Reydel, partner of Newell-Emmett; Quentin Reynolds, MBS commentator, and Edgar Kobak, president of MBS, requesting twelve minutes of time on the Quentin Reynolds broadcast, Sun. 6:45-7 p. m. on Mutual, to refute Mr. Reynolds' "tirade against the NAM" on his May 12th broadcast.

Sellers of Sales

"FIRST I'm an advertising man. Next comes radio," says Al Ehrlich, vice president in charge of radio and television for Kal, Ehrlich & Merrick, Washington advertising agency. He believes he can do a better job for the client if he can coordinate all media rather than specialize in only one.

Alvin Q. ("the 'Q' was inserted just so people would remember me—it doesn't stand for anything," he says) Ehrlich joined the agency 12 years ago. He started in the business world as office boy at Raleigh Haberdasher, Washington store, later becoming advertising manager. He left Raleigh's to open his own agency, a project which lasted briefly. Twelve years ago he joined the then Kal Agency. He has been a partner since 1935.

Another of his advertising beliefs is that the audience must not be underestimated. "Don't sell their intelligence short," he advises. "And on the other hand, don't get so clever that the listener loses sight of what you have to sell."

Al

He has been largely responsible for the success of the Cherner Motor Co. account, a local car dealer whose rise in business has paralleled the rise of Al Ehrlich with his agency. Al is now working on a series of singing commercials for National League of Fresh Fruit and Vegetable Distributors, using animated vegetables and fruits singing the lyrics. If the listeners become as sold on the products as Al is on the commercials, the health of Washington is assured.

Now 35, he was in the Army for 13 months—"went in as a private, came out a year and one month later still a private," he brags.

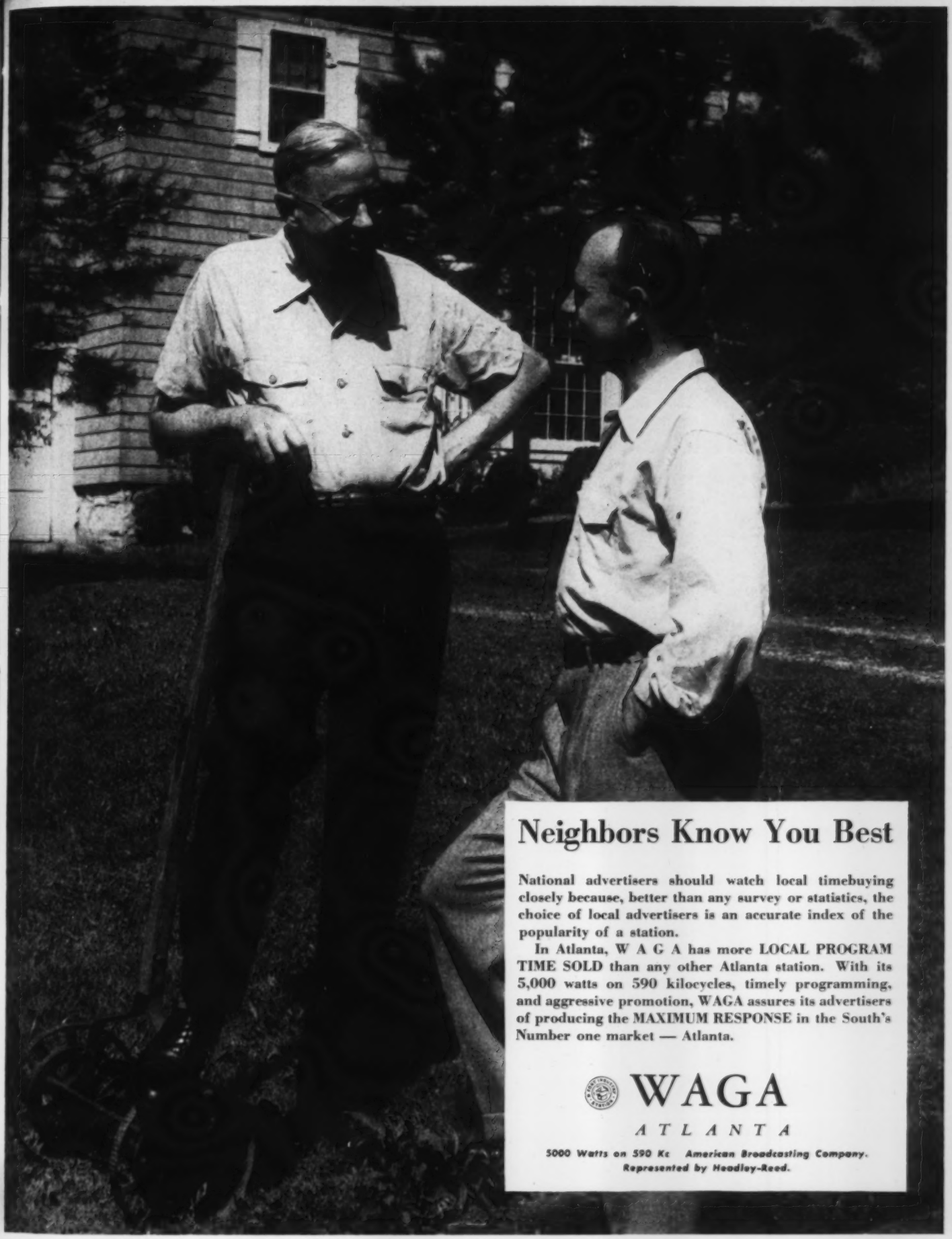
Active in civic affairs, Al has chairmanned numerous committees, from the Hallowe'en celebration committee to several years' work with the Community War Fund and the American Red Cross in publicity. He has also been twice president of the Ad Club (1939-40), a member of the Better Business Bureau, the Optimist Club and Woodmont Country Club.

WDEL
Wilmington
Delaware
SELLS

Assures advertisers a greater listening audience than ever before — covers prosperous Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS
Day and Night
NBC
Basic Network

Represented by
RAYMER



Neighbors Know You Best

National advertisers should watch local timebuying closely because, better than any survey or statistics, the choice of local advertisers is an accurate index of the popularity of a station.

In Atlanta, W A G A has more LOCAL PROGRAM TIME SOLD than any other Atlanta station. With its 5,000 watts on 590 kilocycles, timely programming, and aggressive promotion, WAGA assures its advertisers of producing the MAXIMUM RESPONSE in the South's Number one market — Atlanta.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

● Snake charmers may have top audience ratings in Calcutta, or bullfighters in Barcelona, or bagpipers in Ballantrae. Here in this country local tastes vary, too. No network, no program, is tops in every market, all the time.

But in every American market there are *several* locally-produced radio shows that are tops with local listeners, available to you national spot advertisers. It takes a little extra effort to line them up—but, *Lordy*, the job they do!

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SHENANDOAH	KMA
SYRACUSE	WFBL
TULSA	KTUL

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 · NEW YORK: *444 Madison Ave.* Plaza 5-4130 · DETROIT: *645 Griswold St.* Cadillac 1880 · SAN FRANCISCO: *58 Sutter* Sutter 4353 · HOLLYWOOD: *6331 Hollywood* Hollywood 2151 · ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

VOL. 30, NO. 20 WASHINGTON, D. C., MAY 20, 1946 $5.00 A YEAR—15c A COPY

Radio Homes Increase 17.9% in Five Years

Census Data Show 90.4% Dwellings Have Sets

THE NUMBER of radio homes in the United States increased sharply from 28,847,000 in 1940 to 33,998,000 in 1945, a gain of 17.9% over the five-year period, the U. S. Census Bureau announced Thursday [CLOSED CIRCUIT, May 13]. The Bureau found that 90.4% of occupied homes have radios.

New radio homes data are based on the Monthly Report on the Labor Force for November 1945, a sample survey conducted by the Bureau each month to obtain data on labor supply, employment and other population characteristics.

(Tables on page 81)

The November survey contained a radio question.

The sample covers 68 areas located in 42 States and the District of Columbia. Each area comprises at least one county. Approximately 20,000 households were covered.

BMB Figures

Heaviest increase in radio homes occurred in rural-nonfarm areas, where the rate of gain was 19.4%. Urban increase was 18.4%, rural-farm increase 13.2%, the Census Bureau found (see table).

Broadcast Measurement Bureau estimates the number of radio families as of Jan. 1, 1946, at 33,998,000, on the basis of the Census Bureau's 90.4% ownership factor and using 33,998,000 total number of families as a base (see table).

BMB is compiling a county-by-county radio family figure, to be made available in a short time, the NAB Research Committee was informed at its May 9 meeting in Washington [BROADCASTING, May 13]. In the past NAB compiled figures the first of each year but BMB was selected to do the job this year because it is in close contact with the public, stations, networks and other industry groups in conducting its coverage surveys.

Last Figure

Last previous Government figure on radio homes was that based on a 1944 survey by the WPB's Office of Consumer Requirements. The WPB found that the number of radio families in 1944 was 32,500,000. That survey conducted for WPB by the Census Bureau also showed 18,500,000 "other sets" or extra sets in homes, 9,000,000 auto receivers, a total of 60,000,000 radio receivers. NAB estimated 33,100,000 radio families Jan. 1, 1945, with 17,150,000 other sets, 8,750,000 auto sets, a total of 59,000,000 sets. BROADCASTING Yearbook, based on a compilation by O. H. Caldwell, editor of *Radio & Television Retailing*, estimated 34,000,000 radio homes in 1945, with 6,000,000 auto sets and 56,000,000 total sets in use.

DURING the five-year war period what Census officials call a "startling" increase in the number of radio homes occurred. Survey made in November by the Bureau, and just off the tabulating machines, shows over nine out of every ten homes have receivers. Census Bureau compares 1945 ownership with count made in 1940 during the decennial census, revealing gain of 17.9% during the period.

Latest Census Bureau figures do not reflect new sets that have come on the market since end of the war. According to Radio Manufacturers' Assn., 3,500,000 receivers have come off the line since last summer. Of these perhaps 2,500,000 are in the hands of the public, with the rest in stores, jobbers and factories.

New Sets Unaccounted

No accurate estimate can be made of the number of radio-less homes that have become radio homes since last summer. Total number of occupied dwelling units in 1940 was 34,855,000, increasing to 37,600,000 in 1945. Many of the 3,602,000 radio-less homes shown in the Census Bureau's November survey inevitably acquired some of the 2,500,000 new sets, but correc-

(*Continued on page 81*)

Political Potion

RADIO as a political issue, and politics as a radio issue, looms as the double potion facing radio this campaign year. FCC's interpretation of the political section of the law, placing additional burdens upon stations, on sponsorship identity in political broadcasts, is certain to have a depressing effect upon sale of time for politics. Keynote address of Republican National Chairman Reece (see page 4), attacking the FCC's interference "with the content of radio programs," is destined to bring rebuttal from the Democratic National Committee.

Station Political Duties Interpreted

Licensees Must Find Who Puts Up Funds For Broadcasts

(*Text of FCC letter on page 93*)

IN THE FACE of national elections this fall, the FCC has given broadcasters a hot political chestnut and told them to pull it out of the fire.

"If a speaker desires to purchase time at a cost apparently disproportionate to his personal ability to pay," the Commission declared in an interpretation of the political section of the Communications Act, "a licensee should make an investigation of the source of the funds to be used for payment."

May Face Problems

The Commission conceded that a station may experience "some problems in fulfilling its responsibility under Sec. 317 of the Act," which requires stations to identify sponsors.

"However," it added, "the possibility or the occurrence of such difficulties does not justify a station licensee in adopting a general rule that it will not make time available for the discussion of controversial subjects or for broadcasts by duly qualified candidates for public office. Nor would the fact that an independent investigation is necessary in a particular case, automatically relieve a station from its responsibility to make its facilities available to the person in question.

"Such refusal is inconsistent with the concept of public interest established by the Communications Act as the criterion of radio regulation."

The Commission ruled that "the fact that in particular cases a station may be required to make a different type of investigation to determine the facts relating to identity of sponsorship is not considered to violate the 'equal opportunity' provision of Sec. 315 of the Act."

Pointing out that observance of the sponsor-identity requirements is the duty of each licensee and that "it is incumbent upon it to take all reasonable measures in this connection," FCC's letter said that "as to what may be reasonable depends, of course, upon the circumstances in each case. . . ."

The Commission did not specify what means a broadcaster should employ in determining source of funds.

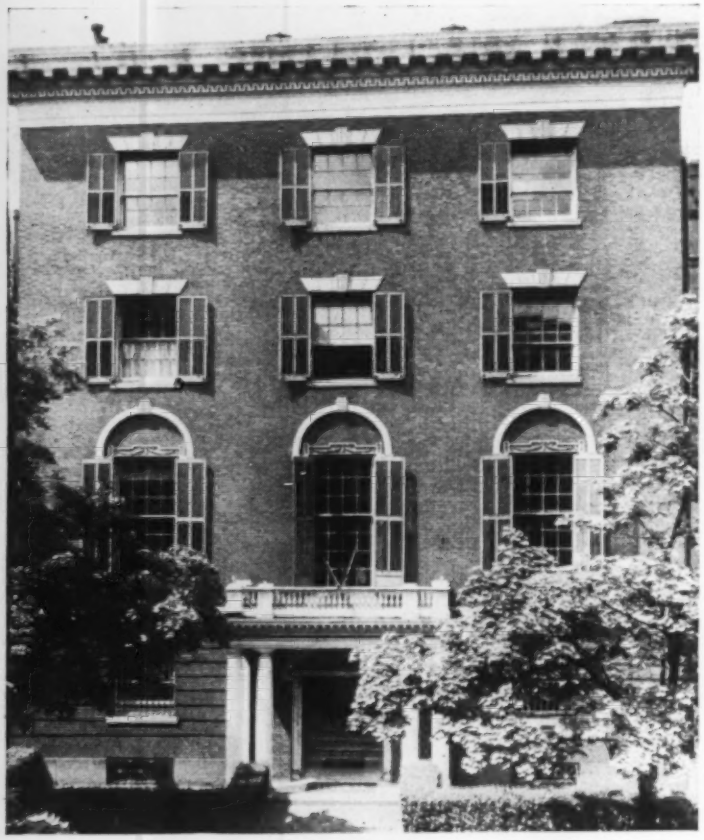
In the letter which brought the FCC's interpretation, submitted by the Washington law firm of Pierson & Ball on behalf of KOB Albuquerque, the New Mexico station reviewed the history of political broadcasts by Larry Bynon [BROADCASTING, March 25, April 1], and added:

"KOB obviously does not have the legal power to investigate the personal and private records of all persons whom it might suspect or suspicion as contributors to the payment for time over its station. It is felt that it must accept the sworn or unsworn statement of the person buying the time until it has clear evidence that it can no longer rely upon the truth of the statements made, and then it must refuse to sell the time involved."

To take time "for careful and exhaustive investigation of the truth of the statements made by the purchasers pursuant to Sec. 317 would make it impossible to accommodate many political broadcast-

(*Continued on page 92*)

NAB Acquiring New Building Near Present Washington Site



New NAB Building

NEW headquarters building for the NAB, located at 1771 N St. N. W., across the street from the present Washington site, has been rezoned by the District of Columbia Board of Zoning Adjustment. Contract of sale of the four-story structure has been signed with U. S. Trust Co., trustee for the estate of William P. Eno, through the Randall H. Hagner & Co. real estate firm. Price is within the $225,000 budget provided by the NAB board of directors [BROADCASTING, May 13].

Assuming final legal details are disposed of, NAB should be able to move into the building within three or four months. The site is now an annex for the Canadian Legation.

Once the palatial 35-room town house of William P. Eno, traffic expert and inventor of the traffic light, the structure has some 24,000 feet of usable floor space, twice that available in the present headquarters. It contains automatic passenger elevator and service elevator.

A first-floor reception hall, 20 by 30 feet, with circular staircase, is surrounded by offices. Besides the four usable floors there is storage space in the basement and attic. Only minor repairs are planned before NAB moves in, once real estate details are ironed out. Later when Civilian Production Administration's ban on construction projects has been lifted NAB expects to do necessary remodeling.

The deal was handled for NAB by Don Petty, general counsel.

Truman on Nets

ALL MAJOR networks will broadcast President Truman's address before the Thirty-eighth Annual Governors National Conference at Oklahoma City May 27, 2-2:15 p. m.

Sano Test

FLEMING-HALL TOBACCO CO., New York, has appointed Maxon Inc., New York, to handle advertising for Sano cigarettes, cigars and smoking tobacco and Sheffield cigarettes. Company plans to start test spot campaign within the next 10 days for three months in the Midwest for Sano denicotinized cigarettes.

Canada Test

DWIGHT EDWARDS CO., Oakland (coffee), division of Safeway Stores, June 10 starts a concentrated three week transcribed announcement campaign on stations in five western Canadian markets. Coverage includes Calgary, Edmonton, Saskatoon, Winnipeg, Vancouver. Agency is Ruthrauff & Ryan, San Francisco.

No Justice

DELIGHTED owner of the first Oldsmobile 8 delivered in Washington, Hugh Whiteside, WINX newscaster, took it out Thursday for a warm-up cruise. Crossing a two-lane bridge east of Winchester, Va. he found two cars coming at him abreast. Hugh emerged from the debacle uninjured but his brand new car was mangled.

SALK FORMS SURVEY FIRM IN NEW YORK

FORMATION of a new research organization, Audience Surveys Inc., with Robert H. Salk, formerly director of audience research at the Katz Agency, as president, was announced last week.

The new company, with offices at 347 Madison Ave., New York, has taken over facilities and most of the personnel of the radio station listeners diary studies of The Industrial Survey Co. Industrial Survey Co. has withdrawn from research activity for individual stations and networks.

Mr. Salk said that audience surveys would, for the time being, use established radio research techniques but would conduct experiments toward development of new methods. Before joining The Katz Agency, Mr. Salk was with the research department of CBS.

Race Agreement

EXCLUSIVE broadcast rights to "The Belmont," New York spring horse race, were obtained last week by CBS in what was described as "long term agreement" with the Westchester Racing Assn. The seventy-eighth running of "The Belmont" will be broadcast by the network June 1.

Miller Is Guest Speaker At Milwaukee AFA Meet

JUSTIN MILLER, NAB president, will be among guest speakers appearing before the 42d annual convention of the Advertising Federation of America starting May 26 at Milwaukee, Wis. [See AFA story on page 46.] He will talk to the group about "Broadcasting, Advertising and Free Enterprise" at noon on May 28.

Gardner Cowles, president of Cowles Broadcasting Co., will address the group May 29 on "The Dangers in Europe Today" based on his recent trip abroad.

CBS Changes

WILLIAM WRIGLEY Jr. Co. CBS Gene Autry show Sun., 5:30-5:45 p. m., will be heard Sun. 7-7:30 p. m. starting June 16, succeeding General Foods *Adventures of the Thin Man* which goes off the air. E. R. Squibb & Sons *Academy Award Theatre* on the network, Sat. 7-7:30, switches to Wed., 10-10:30 p. m., replacing Celanese Corp.'s *Great Moments in Music* which drops out July 3.

Amateurs Name Bailey

GEORGE W. BAILEY, executive secretary of IRE, last week was re-elected president of the American Radio Relay League at the annual meeting of the board of directors. Mr. Bailey, former chief scientific personnel officer of the Office of Scientific Research and Development, also was elected president of the International Amatuer Radio Union by some 60,000 hams.

Razor Co. Adds

AMERICAN SAFETY RAZOR Co.'s *The Falcon*, heard on 88 Mutual stations Tues. 8:30-9 p. m., will be heard on 288 stations of the network after July 2. Federal Adv., New York, is agency.

Drawn for BROADCASTING by Sid Hix

"That Perlmutter will do anything for a special event!"

Life Can Be Beautiful (Rate Card on Request) . . . . . *An Editorial*

LIFE MAGAZINE, on page 36 of its May 13 issue, presents an interesting study of an editorial contortionist becoming so enmeshed in his undulating verbiage that he ends up by biting his own hand.

Page 36 of *Life* is an "Editorial." It says so in the upper left hand corner. It is entitled *On The Air*. It undertakes to prove, by the same island-hopping technique of argument so evident in the FCC Blue Book, that American radio is bad.

The customary discursive devices are employed. Radio is attacked because of its programming and because of its commercials. Broadcasters are indicted as do-less creatures who fail to "make enough experiments to improve the public taste."

The same old lyrics, written by Cliff Durr long before Henry Luce divested himself of his 12½% ownership in ABC. Henry owns *Life*, you know; and also *Time* and *Fortune*. He once owned a piece of WQXR in New York.

Little Sir Echo

As noted, Cliff ran the scale of these harmonics before Henry's *Lifers* turned the dial on this sparkling new campaign to give the boys in the balcony what the swells in the first two rows of the orchestra think they ought to have.

But at least Cliff sings on key . . . since he is the impresario who, if he did not compose the score, at least sponsored its librettists. On the other hand, there is something definitely clownish in the spectacle of Henry and his pen pals lousing up the chorus.

Life's editorial strives to establish that American radio has sold out to the advertiser.

Radio, says *Life*, depicts "a painstakingly censored other world, where the most grievous tribulations of men are described by a voice which leaves the implication that all will be well if you but douse your head with Blotz Shampoo."

On page 112 of *Life*, same issue, appears an advertisement announcing: "WASHINGTON UNIVERSITY COED TELLS ALL!" There follows this copy: " 'Head first for big dates,' says gorgeous Dorothy Allen. Glamour-conscious coeds know the allure Laco Castile Shampoo gives hair. Three oils—olive oil, coconut oil and castor oil—give triple-action results. Your hair is left *clean, gleaming* and *glorified*."

News on radio, says *Life* editorially, is ". . . expounded in shouts, interpreted in whispers, analyzed with long words and set at nought with a laxative spelled backward. . . ."

And on page 64 of the same issue, *Life* presents the picture of an enticingly undraped young lady tip-toed on a box of "SARAKA—FOR CONSTIPATION."

"EXERCISE," shout the headlines, "HELPS KEEP HER REGULAR . . . What about you? Does lack of healthful exercise leave you constipated? Get pleasant relief from Saraka . . . the modern laxative. If you're like most people, chances are you don't get enough exercise. Your trouble with constipation may be just that simple. If so . . . stop worrying. Get Saraka. And enjoy pleasant, easy relief from constipation. Saraka provides mild, but thorough laxation with its *happy combination* of two pure vegetable ingredients. They work smoothly together to help you achieve greater regularity. One vegetable ingredient provides the kind of soft, smooth BULK your system needs, and often lacks. This Bulk gives your intestinal muscles something to take hold of. It helps the 'kneading action' so necessary to healthful elimination." And so on, ad infinitum constipatum.

Love at Space Rates

Life's editorial complains of the radio "foghorns to herald body odor."

Page 107, same issue: "Are you *sure* of your present deodorant? How long since you've been kissed? Try FRESH for a week—and count your kisses! See if FRESH doesn't make you lovelier to love!"

Page 110, same issue: "LADY—YOUR LEGS ARE SHOWING! Summer is coming—and more of YOU will soon be showing! Whether you wear nylons or leg make-up or nothing at all . . . it's smart to use odorless IMRA, the painless cream hair remover that makes your legs and arms smooth as satin . . . permits no stubby regrowth."

Now we're not pointing out this inconsistency of *Life's* editorial rapprochement in a spirit of bad sportsmanship. We merely note that *Life*, which is acknowledged to be an excellent magazine with an extremely large readership, is belaboring its readers with some of the same commercial advice that it finds distracting on a competitive medium. It should be noted too, that the May 13 *Life* was smaller than usual, because of the power shortage.

Life's blood is the advertising dollar. That's about as good a dollar as a Government dollar. Would Henry face with equanimity a limitation on his advertising income, and a consequent limitation on his editorial service, at the hands of bureaucratic control of his magazine? We doubt that he would. For did he not underwrite the Freedom of News study which, by paradox, is directed by Dr. Robert D. Leigh —formerly chief of the FCC's Foreign Broadcast Intelligence Service?

Our Bill's Here Again

That idea for the freedom study, incidentally, was jointly conceived by Mr. Luce and his friend, William Benton, now Assistant Secretary of State. Does Henry, whose startled fauns in the editorial pasture have discovered radio commercials, know that this genial companion of his once was in the ADVERTISING BUSINESS?

Isn't it time that Congress, where Henry's lady serves with distinction, examines these pedantic arsonists who seem so determined to give radio a hotfoot?

Life's editorial praises Charles A. Siepmann's *Radio's Second Chance*. It is presumed that *Life* knows that Mr. Siepmann figured prominently in writing the FCC Blue Book, as well as this more popular commercial venture in publishing.

"FM," says *Life*, ". . . should make possible (if FCC is on its toes) a greater diversity of station and network ownerships."

"If FCC is on its toes"? The FCC is on everybody's toes. It may even be on Mr. Luce's toes. Does he know that, in addition to advertising American products on the air, some fellows have discovered how to send PICTURES THROUGH THE AIR?

Well, that's *Life* for you. You never know.

Atlass Charges IBEW With Violation of Lea Act

JURISDICTIONAL disputes between IBEW members working on different Chicago stations resulted in a walkout of 12 IBEW members employed by WIND, shutdown of that station for three hours last Monday and charges by Ralph Atlass, WIND general manager, that the IBEW had not only breached its contract but violated the Lea Act.

The dispute arose over broadcast by WIND of two public service programs by school students, originated at WBBM because WIND lacked necessary studio facilities. IBEW members employed by WBBM insisted on handling the feeds. WIND engineers demanded that WIND use its own engineers or pay the union stand-by fees.

On May 5 the Northwestern U. *Play Shop* was scheduled on WIND. Because the station lacked facilities, Mr. Atlass obtained permission from his brother, H. Leslie Atlass, CBS Western Division vice president and general manager of WBBM, to originate the program at WBBM. A WIND engineer voluntarily went to WBBM and handled the feed.

Engineers Object

WBBM engineers objected, claiming their contract prohibited engineers from other stations from taking part in originations at WBBM.

On May 10, the Chicago Christian High Schools a capella choir was to broadcast on WIND, 8:30-9 p. m., from Orchestra Hall. Because the Hall was blacked out under fuel regulations, WBBM agreed to originate the program, but a WBBM engineer was assigned because of the IBEW demand.

Wilmer C. Butler, studio control engineer of WIND, according to Mr. Atlass, refused to pipe the program through to the WIND transmitter unless a WIND engineer handled the origination at WBBM or unless the station paid the union a standby fee. Mr. Atlass discharged Mr. Butler, he said. The program went on.

Mr. Atlass then arranged for lines to pipe the next program—the Northwestern U. Play Shop—direct from WBBM to the WIND transmitter, thereby avoiding piping the program through WIND studios. That was May 12. Philip P. Flower, WIND engineer, refused to handle the program because a WBBM technician handled the origination. Mr. Atlass said he discharged Mr. Flower.

On May 13 the 12 engineers of WIND walked out, throwing the station off the air from 6-9 a. m., until station employes could take over. Kenneth Shirk, WIND chief engineer, resigned from IBEW and remained on the job. Mr. Atlass said he had been besieged by applicants—mostly veterans — for the engineering staff vacancies.

Mr. Atlass said the IBEW action was a "direct violation" of the first two clauses in the WIND-IBEW contract which provide that in case of labor-management disputes the union engineers will continue to work pending arbitration. IBEW international headquarters

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Network Billings Slump in Past Quarter

Shortage of Goods Prompting Many Withdrawals

FOR THE FIRST TIME in five years, networks and stations are courting the agencies, bearing gifts of increasingly available time.

Network yearly billings fell an estimated $7,340,453 during the past three months, and additional declines are in the offing.

Strikes, shortages and general uncertainty in the economic picture are considered among the major factors behind the retrenchments. Although there was scurrying for the establishment of new business major executives viewed the situation as temporary and a natural downward curve in the economic cycle following war.

Sugar and corn starch shortages, lack of wool and wheat are representative of the factors accounting for the approximated loss of $1,608,788 in annual billings on ABC. Advertisers withdrawing programs on ABC are: Armour Co., sponsor of Hedda Hopper through Foote, Cone & Belding; Christian Science Publishing Society for *Christian Science Monitor Views The News* through H. B. Humphrey Co.; Sweets Co. of America for *Dick Tracy* with J. Walter Thompson Co.; Esquire Inc. (*Coronet* Magazine) for Chester Morrison through Schwimmer & Scott; Botany Mills, *One Woman's Opinion* through Alfred J. Silberstein - Bert Goldsmith; Fisher Flouring Mills Co., General Foods Corp., for *Hop Harrigan*, through Young & Rubicam. Benjamin Moore Paint Co., a seasonal advertiser, dropped *Betty Moore* through St. Georges & Keyes.

CBS Withdrawals

Economic turbulency too, has accounted for the loss of $3,915,848 billings revenue on CBS. Among sponsors discontinuing are Chrysler Corp., *Music of Andre Kostelanetz*, through Ruthrauff & Ryan; Celanese Corp. of America, *Great Moments in Music*, through Young & Rubicam; American Oil Co., Edward R. Murrow, through Joseph Katz Co.; Lever Bros. (Swan Soap), *A Woman's Life*, through Young & Rubicam; Campana Sales Co., *First Nighter*, through Wallace-Ferry-Hanly; Textron Inc., *Textron Theatre*, through J. Walter Thompson; Ferry-Morse Seed Co., *Time for Holly Langley*, through MacManus, John & Adams; General Foods (Post Toasties) *Adventures of the Thin Man*, through Benton & Bowles.

Mutual had an estimated yearly loss of $782,775. Advertisers shedding MBS programs include Serutan Co. for A. L. Alexander's *Mediation Board* and Richard Maxwell, through Raymond Spector Co. and Grant Advertising, respectively; Wesley Radio League, Rev. John E. Zoller, through Stanley Boynton; American Bird Products, *American Radio Warblers*, through Weston Barnett; Wm. H. Wise Co., Lewis Kauffman through Huber Hoge & Sons; Pepsi Cola Co., Quentin Reynolds, Newell - Emmett; and Vick Chemical Co., *Break the Bank*, through Morse International.

Although only one NBC advertiser, General Motors Corp., with an approximate yearly billing of $1,033,042, has definitely suspended its program (*General Motors Symphony of the Air*), three more advertisers, with an estimated yearly billing of $5,865,819, are said to be cancelling. General Foods (Birdseye Frosted Foods) because of food shortages has announced discontinuance of *Dinah Shore's Open House*, through Benton & Bowles, but has not yet released the date of suspension. Firm may use the period for another product or may drop it entirely. Recent strikes have prompted the prospective cancellations of two other programs on NBC. They are General Electric Co.'s *Hour of Charm*, through BBDO, and Westinghouse Electric Corp.'s *Westinghouse Program*, through McCann-Erickson.

Heartening evidence that the cancellations may represent an expedient rather than a trend was seen in the move of General Mills Inc., which despite cereal shortages has renewed four of its daytime serials on ABC (*Betty Crocker, Hymns of All Churches, The Lone Ranger* and *Jack Armstrong*). Additional solace was in the return to radio of Ronson Art Metal Co. and Eversharp Schick Magazine Repeater Razors. The former is due to start its series on Mutual July 6, through Cecil & Presbrey. The razor company already has begun *Tonight on Broadway* on CBS.

Although there have been some cancellations, radio and advertising officials do not regard them as cmens of wholesale regional withdrawals on the West Coast. Some Hollywood sources say more than 50% of the top network originations from that city may be cancelled, but executives of the four major networks insist no reason for frenzy is yet apparent.

Mission Appliance Corp., Los Angeles (water heaters), has cancelled its southwest market transcribed campaign due to steel restrictions. Miles Labs., Elkhart, Ind. (One a Day vitamins) also has flattened its Pacific Coast spot schedule. Soil-Off Mfg. Co., Glendale (liquid paint cleaner), has sharply cut its western newscast schedule and is shifting to spot announcements on a reduced budget. Hunt Foods Inc., Los Angeles (hot sauce), has cancelled its Pacific Coast spot campaign.

Bread sponsors have reduced their heavy local schedules, keeping a minimum radio campaign. The cooperatively sponsored *Meet the Missus* on CBS western stations will lose two sponsors: Colonial Dames Corp. (cosmetics) on May 28 because of production difficuties, and P. Duff & Sons (flour mix) on June 28 due to the food situation. Guittard Chocolate Co. is discontinuing the weekly *That's a Good Idea* on CBS Pacific stations June 17.

First notable national cancellation was that of *His Honor the Barber* on NBC, discontinued April 9 by P. Ballantine & Sons (beer) because of grain curtailments. With the sugar shortage, Peter Paul Inc. (candy) discontinued its twice-weekly *Graeme Fletcher-News* on NBC Pacific stations April 25, and Pictsweet Foods Inc. (frozen foods) does the same with its weekly newscast on May 25.

Amazing Mrs. Danbury with Agnes Moorehead, sponsored on CBS by Lewis-Howe Co. (Tums), reportedly will be a casualty in

(*Continued on page 89*)

Hooper Bids for CAB's Subscribers

Proposal for Nationally Projectable Ratings Is Endorsed

By EDWIN H. JAMES

C. E. HOOPER last week invited subscribers to his audience research service to a New York meeting at which he made an obvious bid to become radio's No. 1 listening yardstick.

Mr. Hooper announced that his firm had advised the board of directors of the Cooperative Analysis of Broadcasting that it stood ready to "carry out CAB subscription obligations to firms currently subscribing to CAB but not Hooperatings." Clearly, what Mr. Hooper hoped was that if CAB should vote itself out of business as a rating service, he would fall heir to the CAB subscription list.

Mr. Hooper said his company had endorsed the recommendation by a special CAB committee [BROADCASTING, May 13] that nationally projectable ratings be launched. "The need for the utility of such projectable ratings are well known to us," he said. "In fact, our firm alone has had experience in this field, having already issued two reports which were based on the projection concept."

Both of these reports, he said, were issued during the war—in 1944 and 1945—when "for manpower and other reasons" it was difficult to obtain "adequate coverage of small town and rural homes." Since issuance of those reports, the Hooper company has "experimented unceasingly" to produce a "method which would be more readily applicable to all elements in the population and which would at the same time uncover important qualitative information, a demand for which has also been registered by industry leaders," he said.

Mr. Hooper's new method was one which he described, although not in considerable detail, in an article which he wrote for BROADCASTING last March 18. Such national Hooperatings, he said, would be based on "diaries" in 7,500 or more radio homes which had been "carefully selected to represent, in proper balance, network service, population, distribution."

The national ratings, which he described as "essentially an extension of the technique already thoroughly established in connection with area Hooperatings," would, he said, make possible: (1) Comparisons between network radio and other media; (2) comparisons between networks; (3) determination of the size of networks, and (4) the supply of ratings for projection to total radio homes—by regions—for the whole U. S.

Mr. Hooper described his methods during an hour-long presentation illustrated with slides. Listening homes in which he would place his diaries would be selected after careful investigation of economic, educational and social levels.

Prospective selections for diary installation, he said, would be mailed questionnaires which, when filled out, would give the Hooper company a fairly accurate comprehension of the type of homes under consideration. Those families who agreed to assist in the project would be given special "premiums" for their efforts. He said that his company was currently experimenting with the feasibility of placing diaries in the radio - equipped automobiles owned by those families who were cooperating in the diary survey. Present plans restrict the distribution of diaries to home receivers.

Mr. Hooper reiterated his company's endorsement of the CAB special committee's recommendation that CAB "progress from a rating service to a standard-setting body." Since the CAB membership's decision to keep the organization operating as a rating service until Nov. 1 at least [BROADCASTING, May 13], Mr. Hooper has found it necessary to revive a former plan of his own to

(*Continued on page 91*)

"Dear WHO—"

Here's Clear Channel service—IN ACTION!

We emphasize an important point brought out by WHO's sale of War Bonds—the *fact* that 55% of all sales were made *outside of Iowa.*

More than 25,000 people, in every State except Vermont and South Carolina, sat down and *wrote letters* ordering War Bonds ("Dear WHO—")! People in Texas, Georgia, Montana and Ohio, for instance, were consistent and heavy purchasers. That's *WHO Programming—and Clear Channel Service—IN ACTION!*

Please remember that WHO offered no kisses by movie stars, or other special inducements. Every one of those 25,000 people could have bought more easily from their local stores, banks, etc.—could have saved themselves the trouble of writing checks or buying money orders, writing letters, addressing and stamping envelopes, and mailing their orders to WHO.

Every one of them was actuated by the *listener-loyalty* WHO has built through its long record of broadcasting constructive programming in (and to) the public interest.

WHO's listener-loyalty will reflect in increased sales for *your* product, too, when you advertise on WHO. Write for availabilities—or ask Free & Peters.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* J. O. Maland, *Mgr.*

FREE & PETERS, Inc., *National Representatives*

NAB Winds Up District Meeting Series

Philadelphia and Boston Sessions Discuss FCC, Music

MOST successful series of district meetings in NAB history came to a close Friday when the 3d District, assembled at the Bellevue-Stratford Hotel, Philadelphia, concluded a two-day session at which President Justin Miller flatly declared that the rights of broadcasters and the public must be protected from the FCC's unjustified inroads on freedom of speech.

The Philadelphia meeting, following the same course as the 1st District meeting in Boston the previous Monday and Tuesday, went deeply into the problems surrounding issuance of FCC's Blue Book and then covered the difficult issues involved in negotiations with the AFM.

As at Boston and previous district meetings President Miller was given a vote of confidence in his handling of these questions.

George D. Coleman, WGBI Scranton, district director, opened the 3d District meeting, introducing President Miller who delivered the first address. He covered the program and music issues then reviewed other problems facing the industry and outlined what NAB is doing about them.

The Philadelphia and Boston meetings conclued a series that started Jan. 7 when the 16th District convened in Los Angeles. The 17 meetings were attended by four-fifths of member stations and two-fifths of non-member outlets were represented. Even-numbered districts held elections for directors, with five reelecting their directors.

Five Reelected

Reelected for two-year terms starting with the association convention in Chicago Oct. 21-24 were: Campbell Arnoux, WTAR Norfolk, 4th District; John J. Gillin Jr., WOW Omaha, 10th District; William B. Way, KVOO Tulsa, Tulsa, 12th District; Hugh B. Terry, KLZ Denver, 14th District; William B. Ryan, KFI Los Angeles, 16th District.

Three districts elected new directors. Wiley P. Harris, WJDX Jackson, Miss., was elected director of the 6th District, succeeding Hoyt Wooten, WREC Memphis, who declined to run. C. Bruce McConnell, WISH Indianapolis, was elected director by the 8th District, succeeding John E. Fetzer, WKZO Kalamazoo, who refused to be a candidate. Michael U. Hanna, WHCU Utica, N. Y., was elected director by the 2d District to succeed Kolin Hager, WGY Schenectady. Mr. Hager resigned from WGY and from his directorship a fortnight ago to join SESAC as assistant to the president [BROADCASTING, May 13]. Mr. Hanna also was elected interim director until the October convention, at the board meeting in Washington May 6-9.

Most districts called for Governmental action to provide uniform time. All pledged support of BMI and discussed approach of ASCAP contract renewal in 1949. Hugh M. Feltis, BMB president, attended all district meetings and made complete reports. Association of National Advertisers and American Association of Advertising Agencies, joint sponsors of BMB with broadcasters, were represented at all district meetings and gave BMB official support.

State Associations

Some districts voted encouragement of the movement to form state broadcast associations. Work of various NAB departments was reviewed. Frank E. Pellegrin, director of broadcast advertising, attended all of the meetings. C. E. Arney Jr., secretary-treasurer, attended a good share of the sessions.

The 1st District, meeting in Boston Monday and Tuesday, unanimously supported the association's aggressive stand on the FCC Blue Book. With 125 broadcasters present, the district passed a resolution which "endorsed the actions taken by the president of the NAB in regard to the FCC report."

Paul W. Morency, WTIC Hartford, district director, presided at the session, held at the Statler Hotel. Employe relations, music, public relations, small market station and other problems were discussed. Mr. Pellegrin reviewed work of NAB broadcast advertising department. Program managers' clinic was held under direction of George Steffy, WNAC Boston.

President Miller said NAB stands ready to challenge the FCC's power and reminded that broadcasters are championing the rights of the people in the present fight.

Murray Carpenter, WPOR Portland, Me., suggested the industry, through NAB, outline the criteria of programming as conceived by broadcasters and place the outline before the FCC and Congress.

Hugh Feltis presided over a meeting on BMB. Robert F. Elder, assistant to the president of Lever Bros., Cambridge, and Leonard T. Bush, vice president and media director of Compton Adv., New York, spoke on BMB. Mr. Bush said he hoped BMB would be permanent and expand its services.

Work of the Rate Card Committee in setting up suggested uniform rate cards was praised in a resolution as a measure that will aid in promoting the sale of radio time. Small Market Committee meeting was presided over by Dave Carpenter, WKNE Keene, N. H. Mr. Pellegrin reported on activities of NAB on behalf of these stations and urged more intensive coverage

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ALL OF NAB's 17 districts have held meetings since the first of the year, with two sessions last week completing the schedule. New NAB President Justin Miller attended all meetings and met most of nation's broadcast executives. All meetings went into music and regulatory problems, with FCC Blue Book becoming a dominant topic after its issuance in March. NAB has taken firm stand against FCC efforts to become program proctor for nation.

FCC to Probe Multiple Video Holdings

Issues in Los Angeles Hearings Cover Paramount

DELVING for the first time into multiple ownership of television stations, the FCC will soon hold hearings in Washington to inquire into the extent of Paramount Picture holdings in 10 companies applying for stations in various cities, it was learned last week. The proceedings will be made part of the record of hearings on video applications in Los Angeles which start today (Monday).

Inquiry into Paramount holdings was decided by the Commission at its weekly meeting May 2 and was to be heard in Los Angeles. However, because of a delay in notifying the parties, leaving little time for preparation of evidence, it was agreed to take engineering and stock ownership testimony in Washington following the California proceedings.

An order issued by the Commission confined the inquiry to applicant companies but stated that consideration is being given to Paramount holdings "in existing licensees of television broadcast stations and applicant companies for such stations in connection with Section 3.640 (multiple ownership) of its Rules and Regulations."

It was expected, therefore, that the Commission will tie Paramount holdings in applicant companies with its ownership of WBKB Chicago through its subsidiary, Balaban & Katz Corp., and its interest in WABD New York, licensed to the Allen B. Du Mont Labs.

A Paramount subsidiary, Television Productions Inc., which is applying for stations in Los Angeles and San Francisco, heads the list of companies included in the inquiry. The Du Mont applications for stations in Cleveland, Pittsburgh and Cincinnati are next listed in the order.

Others to Be Studied

Also included are United Detroit Theatres Corp., Detroit; New England Theatres Inc., Boston; Comerford Publix Theatres, Scranton; Interstate Circuit Inc., Dallas; and Maison Blanche Co., New Orleans.

Paramount's interest in Du Mont, which also received a grant for Washington, is a substantial one but not controlling, Dr. Allen B. Du Mont, president of the company, told the Commission at hearings last January on Washington video applications [BROADCASTING, Jan. 28]. The film company is also known to have partial ownership of United Detroit Theatres and New England Theatres.

Section 3.640 of the FCC Rules limits a television licensee to one station except where it can be shown that control of more than one station fosters competition or provides a distinct service and where it can be shown multiple ownership would not result in concentration of control of television facilities. The rule provides, however, that "the Commission will consider the ownership, operation or control of more than five television broadcast stations to constitute the concentration of control of television broadcast facilities in a manner inconsistent with public interest, convenience, or necessity."

The Commission inquiry, in addition to probing into the issue of multiple ownership, brings into focus the overall question of the film industry's entry into television. When asked during the Washington hearings about Paramount's interest in his company, Dr. Du Mont said that that like other people Paramount is interested in an "insurance policy."

Paramount is one of two remaining movie applicants for television in Los Angeles, the other being Hughes Productions, Division of Hughes Tool Co. Others seeking facilities in Los Angeles, where seven channels are available, are Earl C. Anthony Inc. (KFI), Don Lee Broadcasting System (KHJ), NBC, The Times-Mirror Co., ABC, and Dorothy S. Thackrey. (WLIB Brooklyn, KYA San Francisco, KLAC Hollywood.)

In addition to the stock ownership issue, the hearings on the Los Angeles cases will receive testimony on qualifications of applicants, proposed program service, and population and area to be served. Harry Plotkin, assistant general counsel of the Commission, will preside.

Originally, there were 13 entries in the Los Angeles field. The five withdrawals were Walt Disney Productions, Metro-Goldwyn-Mayer Studios Inc., Fox West Coast Theatres, Warner Bros. Broadcasting Corp., and Consolidated Broadcasting Corp. Ltd.

What a dirty trick!

The salmon gets it again. You know the fabulous story of how they fight their way back to their place of birth.

Well, first they built Bonneville Dam and made the poor fish jump high road blocks. It was tough but a lot of them made it back home.

Now . . . in that picture up there, they are artifically inseminating salmon to step up production. Now we ask you . . . where is "home" going to be for all those new little salmon?

We have a Baltimore radio point to make, and of of course it's this: radio time buyers have fewer problems than the salmon when it comes to getting products "home" in this 6th largest city. For W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town. It belongs on that list of yours.

W·I·T·H

and the FM Station W3XMB

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Parts Makers Attend Chicago Meeting

Price Control Denounced By Trade Delegates At Sessions

PROBLEMS of OPA control occupied an important part of the agenda for the small parts manufacturers and distributors meeting May 13-16 in Chicago. Convention was the combined Radio Parts & Electronic Equipment Shows, Electronics Parts and Equipment Conference, and Radio Parts Manufacturers' National Trade Show.

Many manufacturers in corridors and rooms of the Stevens, scene of the convention, complained about the difficulty experienced in obtaining high priority materials which they said bottle-necked assembly lines of manufacturers.

Attendance at the conference and combined show in Chicago soared to a record 3,500 Wednesday, May 15, with several hundred visitors from allied industries swelling the total to an estimated 5,500 representatives of parts manufacturers and distributors.

Kenneth C. Prince, show manager and executive secretary of the Electronics Parts and Equipment Manufacturer's Association described the 1946 show as the "greatest in the history of the radio parts industry."

Sunday Business

Prior to the official opening of the radio parts conference and show, business meetings were conducted Sunday by the board of directors of the National Electronics Distributors Assn. with election of officers for the organization, and Monday by NEDA delegates. An executive meeting of the board of governors of the representatives of both manufacturers and distributors, was also held Sunday.

Monday's sessions were highlighted by closed meetings of both NEDA and EPEMA and the representatives, and opening of registration for the convention.

Final three days of the convention, May 14, 15, and 16, were devoted exclusively to exhibitions by the nation's manufacturers of parts and electronic equipment, with all meetings of any kind prohibited.

Leaders of the industry, including Bond Geddes, executive vice president and general manager of RMA, R. C. Cosgrove, Crosley Corp., and president of RMA, J. A. Berman, of Shure Brothers, and chairman of the Assn. of Electronics Parts and Equipment Manufacturers were unanimous in their indictment of OPA for "bungling and needless delay" in adjusting prices to permit a fair profit for both component parts manufacturers and distributors.

H. W. Clough, Belden Manufacturing Co., and president of Radio Parts & Electronics Equipment Show, in a news conference Tuesday said OPA was holding up a potential market of $200 million in equipment sales by "wanton disregard for sound economic factors" involved in manufacture and distribution of receivers and electronic equipment.

Later Mr. Clough also stated that manufacturers of radio parts and completed equipment can expect a volume of business "in excess of $150,000,000" in 1946. This amount, which Mr. Clough described as "conservative" is in excess of $25,000,000 over 1945 and can be expected to pass $200,000,000 in 1947.

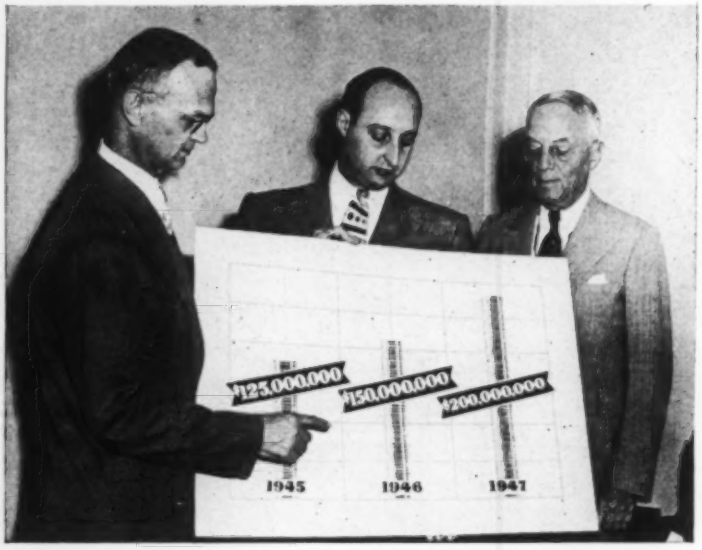
The president of the organization responsible for the four day combined radio parts conference and show said the outlook for the industry is becoming increasingly bright. He cited recent reports that OPA would lift price ceilings on receivers and parts "sometime this summer" as the first real relief the industry has had since the war.

The industry's greatest progress will come only when "OPA is eliminated completely," Mr. Clough said.

He said color television production should be available "within six months after OPA release of current restrictions."

"We are approaching a new era even greater than when radio first replaced the phonograph. New inventions and countless applications

(*Continued on page 79*)



PREDICTING radio parts industry sales will reach $200,000,000 at the consumer level in 1947, H. W. Clough, president of Radio Parts and Electronic Equipment Shows, illustrates point to K. C. Prince, general manager of the show (center) and Bond Geddes, executive vice president of Radio Manufacturers' Assn. Trio met during sessions of radio parts conference and show, May 13-16 in Chicago.

SCHONING RENAMED AT NEDA SESSIONS

RE-ELECTION of William Schoning, Lukke Sales Corp., as president of the National Electronic Distributors Assn., highlighted the opening session, Monday, of the radio parts manufacturers' convention in Chicago May 13-16.

Other officers appointed by the NEDA board of directors include: Vice-president, A. D. Davis, president, Allied Radio Corp.; Richard Weatherford, secretary; and Aaron Lippman, treasurer.

New directorate for NEDA will consist of Milton Deutchman, Boston; Arthur Stallman, Ithaca, N. Y.; Ralph Peffer, Harrisburg, Pa.; Abe Seidler, Miami, Fla.; Lealis Hale, Monroe, La.; Louis Bonn, Minneapolis, Minn.; Guy Pain, Portland, Me.; William A. Wilson, Columbus, Ohio; Lou Hatry, Hartford, Conn., and Ralph Walker, Chicago.

Bridges Says Siepmann Was Paid $839

Asks Why His Activities Were Kept Secret By the FCC

CHARLES A. SIEPMANN, the former British Broadcasting Corp. program expert, drew $839.67 from the FCC in salary and per diem expenses during a 21-day period last July while he was studying Commission records in preparation for the Blue Book report of March 7 and — incidentally — publication of his book, *Radio's Second Chance.*

But whether Mr. Siepmann wrote the Blue Book is a matter upon which principals differ. He merely "participated" in a "preliminary draft," Charles R. Denny Jr., acting FCC chairman, has advised Sen. Styles Bridges (R-N. H.).

Mr. Siepmann himself believes he contributed more than "participation," or so he has told BROADCASTING.

Senator Bridges wanted to know why the FCC—an arm of the U. S. Government—saw fit to employ "at an impressive salary, a person trained by the governmentally dominated British Broadcasting System which is opposed in principle and practice to our American system."

He wanted to know why the FCC "threw a shroud of secrecy around Mr. Siepmann's use of Commissioner C. J. Durr's office as headquarters" and why the former BBC expert had access to "confidential files of the FCC—a privilege denied to the American public."

Senator Bridges asked Mr. Denny to explain why it was that after Mr. Siepmann's "study of FCC confidential data, his book was published" to retail at $2.50 "with royalties to Siepmann." The Senator said he understood that the language of *Radio's Second Chance* "so closely agrees" with the language of the FCC Blue Book "it would seem apparent that Siepmann was the author in whole or in part, or in some way connected with the said Report."

Mr. Denny's reply didn't answer questions to the Senator's satisfaction, Mr. Bridges said.

"I am writing Mr. Denny again. I want more specific answers," said the Senator. He added that after he wrote the acting FCC chairman, "three different people" called on him to ask what he wanted and why.

Mr. Denny's reply enclosed a copy of the Blue Book, about which the acting FCC chairman penned in a P.S. that the Senator would find it "interesting."

Mr. Siepmann is an American citizen, wrote Mr. Denny, who "had served as special adviser on radio to the president of Harvard U. and as assistant director of the OWI San Francisco office for American broadcasts beamed to the Far East. He had also published several articles on American broadcasting," wrote Mr. Denny. "It was on this basis that the Commission in June 1945 authorized the employment of Mr. Siepmann for a period not to exceed 30 days, as special consultant, at his previous government salary of

(*Continued on page 80*)

Omaha is a city of over a quarter of a million people who work, play and spend!

KFAB is the only station that brings to these people their favorite CBS shows. Also, KFAB bolsters its enviable position by bringing to the listeners special local programs. Thus establishing continuous "loyal listening." This fact alone makes KFAB the right buy for you.

But in addition to Omaha, KFAB includes the thousands of listeners in Council Bluffs and area, the many thousands in Lincoln, plus the tens of thousands of listeners in the far reaching rural sections. All spenders! All receptive to your sales message effectively broadcast over KFAB. For available time get in contact with General Manager Harry Burke, Omaha; or a Paul H. Raymer man.

50,000 WATTS NOW UNDER CONSTRUCTION

The **ONLY** *Basic* **CBS** *Station in Nebraska*

KFAB

HARRY BURKE, *General Manager*

Represented by PAUL H. RAYMER CO.

THE BIG FARMER STATION

OMAHA 1110 KC - 10,000 WATTS **LINCOLN**

CBS, NBC, ABC: 15,000 War-Aid Hours

Advertisers Donated 45% of Time Used for War Service Programs

By BRUCE ROBERTSON

DURING the three and three-quarters years between Pearl Harbor and Tokyo Bay, almost 15,000 hours of broadcasting on NBC, CBS, and ABC alone were devoted to programs and announcements to aid our country's successful prosecution of the war, according to data obtained last week from these networks. CBS reported 4,051 additional hours in programs with war news.

Comparable information was not available at MBS, but no one who did any radio listening during the war will have any doubt that its contribution was of comparable proportions. Nor will it be questioned that contributions of the individual stations of the country, who added to the time given to national compaigns countless hours in support of local wartime drives, would, if their figures could be obtained, swell the overall total to astronomical dimensions.

When the three networks' data are considered in connection with the FCC's Blue Book, which was somewhat less than flattering on the subject of radio's public service record, several facts stand out immediately. First: Approximately 45% of time devoted to war effort broadcasting was commercial time, the contribution not of the networks but of their advertiser clients. The new FCC system of reporting the makeup of a station's schedules would require such contributions to be listed simply as "network commercials" and "spot announcements" with no mention of public service, which can be claimed only for sustaining fare under the FCC rules.

Second: The purely sustaining portion of the war effort time, which is free from all commercial taint, does not tell the whole story. Much of this time was donated during normally sponsored hours which had been cancelled by the networks to broadcast programs deemed important to the job of winning the war. Whenever necessary—or better, whenever it seemed desirable to do so—commercials were scrapped so that the best time could be employed to put the war messages across to the public. This meant not only sacrificing the income for the time but in many cases also giving to the advertisers the cost of talent which had to be paid whether the show went on or not.

Third: CBS and NBC report a total of 37,125 war effort announcements, or an average of about 10,000 for each of the war years. Additional data supplied by NBC show that the volume of war message announcements increased as the war progressed. NBC also reports that WEAF, NBC-owned station in New York, broadcast over 20% more war effort announcements than the network total, or 28,947 on WEAF to 23,616 on NBC during the war.

The FCC in its Blue Book stresses the evils of "piling up of commercials," of too many announcements broadcast too close together. "The listener who has heard one or more commercial announcements" the Blue Book says, "may reasonably expect a program to intervene." If listeners actually have been complaining about an overabundance of announcements, it seems entirely possible that the broadcasters might have avoided such criticism by not broadcasting so many war effort announcements.

An announcement designed to make the public buy war bonds, to give to the Red Cross, to enroll in the Air Warden Service or as a salvage drive worker, hits the listener with no less impact than an announcement urging him to use a certain commercial product. To the listener, one is no more pleasing, no less annoying than the other—except that war messages frequently were couched in much more forceful language than an advertiser would normally be permitted to use, so that they might have the greatest possible effect.

ANALYSIS OF TOTAL WAR EFFORT TIME—NBC NETWORK

December 7, 1941 through September 1, 1945

	Announcements				*Programs*				*Grand Total Time*
	Sustaining		*Commercial*		*Sustaining*		*Commercial*		
	Number	*Hr. Min.*	*Number*	*Hr. Min.*	*Number*	*Hr. Min.*	*Number*	*Hr. Min.*	*Hr. Min.*
Dec. 7, 1941—Dec. 31, 1942	1,210	20:20	4,514	59:43	1,257	466:55	927	205:24	752:22
Jan. 1, 1943—Dec. 31, 1943	1,577	26:21	3,089	51:29	1,894	650:17	1,513	393:54	1,122:01
Jan. 1, 1944—Dec. 31, 1944	3,503	58:23	4,477	74:37	1,932	719:22	1,436	458:46	1,311:08
Jan. 1, 1945—Sept. 1, 1945	2,392	41:06	2,854	48:16	1,489	514:38	900	255:58	859:58
GRAND TOTAL	8,682	146:10	14,934	234:05	6,572	2,351:12	4,776	1,314:02	4,045:29

Program Analysis Division NBC Research Department

May 1, 1946

WAR EFFORT ANALYSIS

The Columbia Broadcasting System, Inc.
December 7, 1941—September 2, 1945

Total Programs

Type	*Number of Broadcasts*	*Number of War Items*	*War-Related Time*
Programs with war items	35,753	50,214	6,534 hrs. 40 min.
(Treated in subject matter)*	(26,329)	(34,705)	(6,388 hrs. 14 min.)
(Treated by announcements)*	(13,509)	(15,509)	(174 hrs. 32 min.)
Programs with war news	22,850	22,850	4,051 hrs. 38 min.
TOTAL	58,603	73,066	10,586 hrs. 18 min.

Sustaining Programs

Type	*Number of Broadcasts*	*Number of War Items*	*War-Related Time*
Programs with war items	13,312	16,775	3,458 hrs. 28 min.
(Treated in subject matter)*	(11,057)	(12,877)	(3,419 hrs. 18 min.)
(Treated by announcements)*	(3,057)	(3,898)	(44 hrs. 32 min.)
Programs with war news	12,851	12,851	2,076 hrs. 48 min.
TOTAL	26,163	29,704	5,535 hrs. 16 min.

Commercial Programs

Type	*Number of Broadcasts*	*Number of War Items*	*War-Related Time*
Programs with war items	22,441	33,439	3,076 hrs. 12 min.
(Treated in subject matter)*	(15,272)	(21,828)	(2,968 hrs. 56 min.)
(Treated by announcements)*	(10,452)	(11,611)	(130 hrs. 00 min.)
Programs with war news	9,999	9,999	1,974 hrs. 50 min.
TOTAL	32,440	43,440	5,051 hrs. 02 min.

*Some programs treated war items in both subject matter and announcement content of the program.

CBS Research Department

American Broadcasting Co.

Following is monthly breakdown of hours which ABC devoted in three and three-quarters war years to programs supporting the war effort:

Months	1942	1943	1944	1945
January	39	106	109	81
February	29	108	104	79
March	37	123	108	89
April	63	122	101	83
May	72	125	108	113
June	74	118	104	106
July	79	122	98	77
August	80	119	104	73
September	87	121	94	65
October	81	112	89	
November	102	114	94	
December	114	113	83	
Totals	857	1403	1196	766

From Dec. 1941 through Sept. 1945 ABC devoted a total of 4,222 hours to war effort programs.

KABC New Transmitter Is Put Into Operation

KABC San Antonio turned on its new 50,000 w transmitter May 7, and at the same time switched to 680 kc. Station was formerly heard at 1450 kc with 250 w. It operates with 10,000 w nighttime.

Engineering estimates show that there are over 3,000,000 listeners in the primary area now covered by KABC, with 105 counties covered. Station Manager Charles W. Balthrope concluded arrangements with the FCC in Washington April 27 and permission was granted to start broadcasting on the new wavelength six days later. By May 7 the new transmitter was in operation.

TAX RELIEF GRANTED BY REVENUE BUREAU

RELIEF from inconsistencies in the Internal Revenue Code due to a loop hole in Section 722 has been provided by the Revenue Bureau, permitting stations incorporated prior to Jan. 1, 1939, but not in operation before that date to obtain relief from excess profits taxes.

NAB had asked this relief in February at a hearing before the Joint Committee on Internal Revenue Taxation. Don Petty, general counsel, pointed to the gap in the law. At that time he also asked relief for stations that have changed their power under the clause covering nature of business [BROADCASTING, Feb. 11]. Joseph Noonan, Commissioner of Internal Revenue, has placed broadcasters under Section 722-c of the code. He will set up a new board to handle special situations such as changes in station power.

Mr. Petty is preparing a letter explaining to stations how the new revenue procedure will operate.

NAB has just published a booklet for use of station managers in computing income taxes. FCC station income figures over the 1937-44 period have been compiled by type of station, city size and channel. Stations that have undergone change in classification are required to compute their probable income for the 1936-39 base period under their present classification. NAB's figures are designed to simplify such computations. The booklet has been distributed to managers by Dr. Kenneth H. Baker, NAB director of research.

BONUS LISTENING

ON NATION'S "TOP FIFTEEN"

WKY* ranked third among top audience-delivering stations of the nation in Billboard's recent study of Hooperatings on the "First Fifteen" programs. This record is even more significant since WKY alone among the top three stations had three-network competition locally.

\+ BONUS LISTENING

MORNING, AFTERNOON, NIGHT

WKY led all NBC stations afternoon and evening in 32 Hooperated cities (January-February) in percentage of listening, delivering a 17.0 bonus in the afternoon, a 10.7 bonus in the evening. WKY's morning listening showed a 8.5 bonus during the same period.

= *Audience Delivery Plus!*

ON **WKY** OKLAHOMA CITY,

OVER A MILLION LISTENERS WIDE

915 FEET HIGH

930 KILOCYCLES — NBC AFFILIATE — OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN — OKLAHOMA CITY TIMES THE FARMER-STOCKMAN — KVOR, COLORADO SPRINGS — KLZ, DENVER (Affiliated Management) — REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

KNOXVILLE---

One of the South's Most Progressive Cities

Knoxville's development has been phenomenal. The fact that this city is "the home of TVA" has been a contributing factor to its steady growth. Sleek generating units, such as those pictured above, are found at many TVA powerhouses . . . units that make Knoxville's industrial wheels hum busily. Truly, Knoxville's purchasing capacity "IS ON THE SPEND!"

WBIR---

Delivers the Audience In Knoxville

Good programs, reputation for community service, station personality . . . all of these, plus CONSISTENT PROMOTION, produces an audience. Let WBIR tell this large audience about your merchandise and watch your **sales increase**. Let us send you the latest market data, Hooper statistics and other material NOW!

Nunn

STATIONS

- **WBIR,** *Knoxville, Tenn.*
- **WLAP,** *Lexington, Ky.*
- **KFDA,** *Amarillo, Tex.*
- **WMOB,** *Mobile, Ala.*
- **WCMI,** *Ashland, Ky. Huntington, W. Va.*

WBIR
A NUNN STATION

JOHN P. HART, *Manager*
Knoxville, Tenn.
ABC AFFILIATE

Represented By The John E. Pearson Co.

WGAR 50 kw Grant Reversed On Petition Filed by WADC

REVERSING the stand it took three months earlier, FCC last week announced it had withdrawn the conditional grant for increase in power from 5 to 50 kw on 1220 kc which it made to WGAR Cleveland on Feb. 1.

The action was taken May 10 in granting a motion filed on behalf of WADC Akron, which also is seeking 50 kw on 1220 kc. WADC argued that the conditional grant to WGAR was unjustified and violated the Communications Act and standards of the Ashbacker case, in which the Supreme Court ruled that hearings must precede FCC action on mutually exclusive applications.

Representatives of Kirkland, Fleming, Green, Martin & Ellis, Washington counsel for WGAR, said "a considerable sum of money" already has been spent on installation of the 50-kw plant. When the conditional grant was issued, subject to withdrawal when a decision has been reached following consolidated hearing of the two applications, WGAR Vice President and General Manager John F. Patt announced that work would begin immediately on the project, at an estimated total cost of $350,000 to $400,000.

Premised on Petition

Although consolidated hearing of the two applications was held in April, no decision has been issued and FCC sources said withdrawal of the conditional grant was made on the basis of WADC's petition, not as a result of the hearing. Nor did Commission authorities regard the withdrawal as casting any doubt on the validity of the rules under which the conditional grant was made, although the petition maintained that the rules themselves provide a "system of loopholes" by which requirements laid down by the Supreme Court in the Ashbacker case might be avoided. WGAR's was the first conditional grant issued under the new rules.

WADC's petition [BROADCASTING, Feb. 25] was filed by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, who also argued the Ashbacker case before the Supreme Court. One of the reasons given by FCC for issuing the conditional grant was that, since the WADC application was "substantially the same" as an earlier one which was denied, the present application "may have been" filed to hinder the WGAR request. The WADC petition emphasized the FCC did not charge that the Akron petition actually was filed for hindering purposes and maintained that the charge is unfounded and that such "quasi-defamatory language . . . can be harmful indeed."

WADC also contended that its present application is free of "technical defects" which resulted in denial of the earlier application.

WADC now operates on 1350 kc with 5 kw.

FM Station of KGW Now in Full Operation

KGW-FM Portland, Ore., billed as the first commercial FM station in the Northwest, is building up a demand for FM sets, according to KGW General Manager H. Quenton Cox.

The station, on 95.3 mc with 250 w, went on the air May 7 less than an hour after FCC approval was received, with KGW Announcer Bob Franklin signing on with news and transcribed music. Since then, Mr. Cox reported, queries indicate there will be a heavy market for sets when they become available. Portland listeners now owning FM receivers were described as a "handful."

JACK HARRIS TAKES POSITION WITH WSM

LT. COL. JACK R. HARRIS, Army public relations officer specializing in radio, on June 1 returns to WSM Nashville in a newly created executive post as associate manager, according to an announcement last Friday by Harry Stone, general manager. Col. Harris left WSM five years ago when he was director of news and special events, to enter Army service.

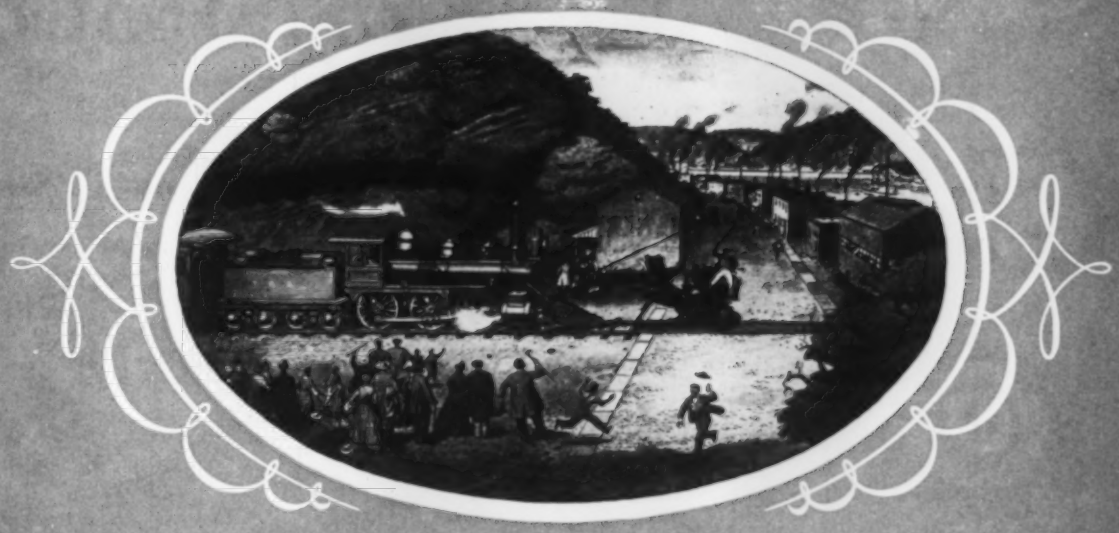
Mr. Harris

Mr. Harris will continue his reserve status and, upon request of Lt. Gen. J. Lawton Collins, Army director of information, will serve as a consultant on radio to the public relations bureau. He will be called upon to counsel with the public relations office and more particularly the radio branch as conditions warrant.

Col. Harris, who began his Army reserve career as a captain, was assistant chief of the radio branch under Col. Ed Kirby. He served in both the European and the Pacific theatres, and was successor to Lt. Col. A. A. Schechter, now vice president in charge of news and special events of MBS, as radio officer on the staff of General MacArthur. He is now on terminal leave following a special tour in the Bureau of Public Relations and plans to move to Nashville early next month.

VIC WATERS, discharged from the Royal Canadian Corps of Signals after service in the Pacific area and Australia, has returned to CJOR Vancouver, B. C.

1846 - 1946



George Westinghouse Centennial

FEW ARE THOSE who have walked the earth as giants among men. One was George Westinghouse.. inventor, engineer and builder.

By the time he reached 40, George Westinghouse had created the air brake.. an invention of which an early test is pictured above. He also had perfected electric signal control for railroads; and revolutionized electric power production by developing the application of alternating current. Before he died, George Westinghouse harnessed Niagara Falls, striking the keynote of a new era in hydroelectric power; pioneered the electrification of railroads; and guided the development of the steam turbine.. source of so great a portion of today's motive and industrial power.

Yet these achievements were but highlights of this man's amazing career, and the 361 patents he received were merely the tangible expressions of his genius.

Into the Westinghouse Electric Corporation, its founder breathed the *spirit* of inventive solution of industry's problems.. and the *desire* to strive for the good of mankind. Thus, some years after George Westinghouse died in 1914, but long before broadcasting became an institution, the Westinghouse organization sensed the inherent value of radio transmission as a means of communication.. and its development of broadcasting came to be shared by all in the public interest.

This is the concept, this the tradition that continues to rule, in this centennial year, at KDKA, KYW, WOWO, WBZ, WBZA, and KEX.. the six stations in the Westinghouse group.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • WOWO • WBZ • WBZA • KEX

Represented nationally by NBC Spot Sales • Except KEX. KEX represented nationally by Paul H. Raymer Co.

NOW ADVERTISERS SPEAK

During the past several weeks we have been showing CBS color television to key advertising executives. They represent the group television must inevitably look to for financial support. From the typical comments below you can gauge the extent of their enthusiasm for color.

. . . says a merchandising authority

"I think your film did demonstrate that black-and-white television is far, far inferior and very unsatisfactory compared with color television. This you proved without a shadow of a doubt."

WALTER HOVING, *Former President*
Lord & Taylor

. . . says a very large advertiser

"I was profoundly impressed by the CBS color television demonstration. I can not see how any family will be content with anything less than full color on its television sets."

H. W. RODEN, *President*
American Home Foods, Inc.

. . . says an agency executive

"Absolutely terrific!"

PHILIP YOUNG
N. W. Ayer & Son

. . . says a sales promotion director

"It is my opinion that if the public had the choice it would accept nothing less than ultra-high frequency color television. . . ."

WILLIAM TOBEY, *Sales Promotion Director*
Abraham & Straus

. . . says an agency executive

"I do not believe that the public will accept monotone television once color television programs and receiving sets are available. I am also of the opinion that the impact of commercial messages in color will be several times that in black-and-white."

E. F. HUDSON, *Vice-President*
Ted Bates, Inc.

. . . says a media expert

"I was very much impressed by this demonstration. The color and definition were beautiful. As a source of entertainment and education in the home it has enormous possibilities. . . ."

CHARLES BROCKER
Vice-President in Charge of Media
Geyer, Cornell & Newell, Inc.

. . . says an agency executive

"Your presentation constituted a very excellent and convincing argument for the use of color in television. In my opinion CBS has shown both courage and foresight in jumping the intermediate hurdle of black-and-white images, with its eventual obsolescence, to perfect what everyone must inevitably want for home reception."

TOD REED, *Vice-President*
Ruthrauff & Ryan, Inc.

. . . pick color television as sales medium

. . . says an advertising manager

"The color television looked excellent to me. My personal reaction was 'Why bother with black-and-white if color can be done as satisfactorily at present.' I was very impressed."

W. A. DRISLER, JR. *Advertising Manager*
Cannon Mills, Inc.

. . . says a merchandising manager

"My personal reactions to color television are feelings of pleasure, excitement, and thrills. Certainly color over black-and-white is much to be desired."

WALTER J. ANDREE
Manager-Merchandising Department
Sinclair Refining Company

. . . says an agency President

"...One point sells me—the clarity of subject achieved by the use of color even in the 12 inch screen, for *that* may be the screen of the mass market for the first few years of video."

LAWRENCE L. SHENFIELD, *President*
Doherty, Clifford & Shenfield

. . . says an agency executive

"I was tremendously impressed by the color-vision demonstration. In short, why bother with black-and-white? I, for one, intend to wait until color sets are available."

WILLIAM N. DAVIDSON, *Timebuyer*
J. Walter Thompson Co.

. . . says an account executive

"I was very much impressed with the quality. I think it obsoletes black-and-white as the ATOM Bomb made Block busters obsolete."

E. J. ROSENWALD, *Account Executive*
Biow Company

. . . says an agency executive

"In its pioneering of color television CBS has extended the communication of ideas to the furthest point yet achieved. There is no doubt that it will serve, as each successive forward step in communication has, to extend the consumption of goods and the use of services and at the same time further reduce the cost of distribution."

LLOYD O. COULTER
Vice-President in Charge of Radio
McCann-Erickson, Inc.

PUBLIC, TOO, WANTS COLOR

The public has recorded its opinion of color television in an impartial consumer study. The findings indicate an overwhelming preference for color television over black-and-white on the part of the audience television must create for itself. You are welcome to a copy. Address, Columbia Broadcasting System, Dept. T, 485 Madison Avenue, N.Y.C.

COLUMBIA BROADCASTING SYSTEM

Many Troubles Vex Video Applicants

Postponement of 28-hr. Rule to Be Asked This Week

FACED with the realization that television cannot pay its way for some time, the Television Broadcasters Assn. will ask the FCC to completely reconsider the 28-hour rule to go into effect July 1.

THE EXPECTED postwar developments in television have struck a snag.

Predictions made last year that new stations would spring up all over the country and that a sizable number would be in operation by 1947 just won't come true. The delay is due to a combination of factors but they all add up to one cold reality: television won't pay its way for some years.

Present and prospective telecasters have been aware of the problem for some months. They have shown it by withdrawing their applications for stations and in a few cases by relinquishing construction permits. This week, however, the FCC will be forcefully apprised of the situation when the Television Broadcasters Assn., through its counsel, William A. Roberts, petitions for an indefinite postponement of the 28-hour rule, which is to go into effect June 30.

Reconsideration

In view of the various factors which are holding back television, the 28-hour requirement "will have to be completely reconsidered," Mr. Roberts said last week. Few stations, he explained, are in a position to carry a 4-hour per day schedule until sufficient sets are in use to obtain substantial advertising revenue.

While several manufacturers plan to have sets on the market in the fall, many broadcasters doubt that enough receivers can be produced or sold this year and next year to develop a paying audience. The high cost of television operation will mean correspondingly higher advertising rates. High advertising rates can only be paid if sponsors have large audiences. That poses the problem of manufacturers' ability to turn out volume and at prices which everybody can afford.

It is becoming increasingly apparent that it will require a greater audience in television than was thought necessary to sell advertising. Local advertisers are accustomed to think in terms of radio ownership, of a receiver in every home. Even with the greater selling power of television, they will demand an audience approaching that of sound radio before they will pay the higher rates which television operation warrants.

As a result, telecasters will have to gradually increase rates as set ownership expands. Unlike sound broadcasting, they will be unable to start new programs, no matter who the talent, which can be expected to command immediate audiences. Whether the programs are sponsored or not they will be virtually "sustaining" for a long time.

Many broadcasters, in short, have decided that they better wait until an audience has developed or there is a more tangible evidence of development. The CBS developments in color have only served to accentuate the risks involved but high definition or black-and-white, they find themselves unable to go ahead at this time except on a minimum schedule.

Other Problems

Added to the fundamental factor of sets, other problems have arisen to retard television. Radio has recently experienced a substantial falling off in advertising, resulting in choice spots being available for the first time in many years. With the tremendous demand for goods and the heavy backlog of purchasing power, advertisers may have nothing to sell for some time, especially in such industries as food where UNRRA takes all the surplus. The incentive provided by wartime taxes, coupled with War Advertising Council appeals to support home front campaigns, to keep a brand name before the public no longer holds. Advertisers apparently feel it takes much less time to reawaken interest in their products than might have been required formerly.

Another problem harrassing the television picture is Petrillo. As a result of a substantial increase in pay of musicians in the movie industry, film will cost more, adding to the cost of television programming. In addition, the AFM president has kept telecasters in the dark on live programming by refusing to permit his musicians to perform for the art.

On top of all this is the problem of getting a station started, even if the audience were available. Restrictions of the Civilian Production Administration will retard construction of studios until the housing shortage is alleviated. Therefore, there is no assurance that the prospective telecaster could begin operations after transmitting equipment becomes available in 1947.

Inability to carry a 28-hour schedule is not limited to any particular category of telecasters. The Commission is now considering a waiver request from WRGB, General Electric Co. television station in Schenectady, N. Y. In requesting postponement of the rule, GE points to the set situation difficulties in obtaining a satisfactory supply of good television film, and need for further relay development to carry programs from New York.

WRGB currently averages from eight to ten hours a week but expects to expand its program schedule as rapidly as possible. Its present schedule is divided equally between local organizations, films, and relays from the NBC video station, WNBT, in New York.

By last week, television withdrawals passed the 60 mark. Dropouts last week were Palmer K. & Lois C. Leberman, New York; WDAS Broadcasting Station Inc., Philadelphia; World Publishing Co. (KOWH); and Hearst Radio Inc., San Francisco. The dismissals left six applicants competing for four available channels both in New York and Philadelphia, where hearings have been scheduled. Withdrawal of Hearst reduced the number of applicants in San Francisco to six, with six channels available. As a result, hearings

(*Continued on page 78*)

AP, UP Shortwave Refusal Scored

Advisory Committee Reports on Progress At First Meet

THREE newspaper editors, one a former NAB president, charged that the Associated Press and United Press are obstructing a vital function of Government by refusing their wire services to the State Dept. for overseas shortwave broadcasts.

Appearing last Tuesday before the House Foreign Affairs Committee, which reopened hearings on the Bloom bill (HR-4982), Mark Ethridge, editor and publisher of the Louisville *Courier-Journal* and *Times* (WHAS), and former NAB president; Ralph McGill, editor of the *Atlanta Constitution*, and Wilbur Forrest, assistant editor of the New York *Herald-Tribune* and president of the American Society of Newspaper Editors, testified that the State Dept.'s cultural relations program should be continued.

'Productive' Meeting

Meanwhile a preliminary exploratory meeting of an advisory committee on international broadcasting, appointed May 11 by William B. Benton, Assistant Secretary of State for Public Affairs [BROADCASTING, May 13], held a "very productive" meeting in New York last Monday, Mr. Benton reported.

The committee, he said, laid out a series of questions and reports on the development of material on international shortwave broadcasting which was distributed for further consideration by the members before the next meeting in June.

Mr. Benton, who also appeared before the Foreign Affairs Committee, said that Tuesday's meeting would be only of historic interest unless the Senate Appropriations Committee restores to the State Dept. appropriations bill more than $9,000,000 cut by the House.

Bloom Bill Delayed

The House Rules Committee has held up HR-4982, introduced by Chairman Sol Bloom (D-N. Y.) of the Foreign Affairs Committee, but members of Mr. Bloom's committee said last week that some amendments will be proposed in the hopes of getting the measure on the floor. The bill as it stands would authorize the State Dept. to engage in broadcasting, newspaper publishing and producing motion pictures if necessary to carry information about the U. S. to foreign lands.

Messrs. Ethridge, McGill and Forrest told the Foreign Affairs Committee that in recent trips abroad they found a hunger for news about the United States. They testified that shortwave broadcasts are badly needed in many areas which receive news by no other sources.

Mr. McGill said the attitude of AP and UP against furnishing their services to the Government resulted from their competitive efforts to sell their respective services. He said he was fond of Kent Cooper, general manager of AP, and Hugh Baillie, general manager of UP, but told the committee: "I doubt if God has appointed them to protect the freedom of the press."

"The whole thing is being misunderstood and colored by a commercial fight between the two press services," said Mr. McGill. He declared the Bloom bill is "very necessary to the country and its future and it is utterly ridiculous that it should be endangered by the attitude of the agencies. These two agencies are engaged in a very cut-throat competition and there is not an ounce of altruism to a ton in their effort. As soon as the AP and UP quit cutting each others' throats they will be amenable and we'll get somewhere."

Mr. Ethridge said he subscribed "heartily to what Mr. McGill has said. It is absurd," he continued, "for the AP and UP to assume they are the sole guardian of press freedom. They are exceedingly smug in the idea that they are pure, but actually the confidence in news broadcast abroad is in the American Government and the AP and UP enjoy this confidence only by reflection."

Earlier a telegram urging Congress to restore the full $19,000,000

(*Continued on page 30*)

He Speaks The Farmer's Language

It hasn't been so many months since ex-Captain Arnold C." Arnie" Johnson, fresh from 50 months' duty in the Army Quartermaster Corps, resumed his radio career as a member of the live talent staff of Indianapolis' fastest growing station—WIBC. But in that short time he has become a strong favorite with the WIBC farm audience.

That's because this man Johnson speaks the farmer's language . . . understands his problems and knows his preferences in radio fare. And well he should, for all of his years—time in the service excepted—have been spent either on the farm or in broadcasting farm programs and farm news via KMA and KFNF, Shenandoah, Ia., and KITE, Kansas City.

At WIBC, "Arnie" opens the day's activities at 5 a.m.—an hour before any other local station is on the air—as emcee and news announcer for the two-hour farm show, "Morning Neighbors" . . . also handles a variety of other assignments on programs of interest to rural listeners.

"Arnie" Johnson is typical of the personalities you'll find on WIBC's talent staff. All are chosen on the basis of their ability to *speak the listener's language* . . . to produce profitable results for the sponsor. So to sell more, and more economically, in Indiana, have your John Blair man show you what can be accomplished through a WIBC live talent show.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis

Going Places with KDYL

Advertisers go places, too, with this popular station that brings Utahns the nations' top shows, via NBC, and sparkling local features.

Even on wheels, it's KDYL they tune to most.

John Blair & Co.
National Representative

★

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

Uridge Appointed WJR Acting Manager; Richards to Resume Radio Supervision

APPOINTMENT of Owen F. Uridge, assistant general manager of WJR Detroit, as acting general manager was announced last week by George A. (Dick) Richards, president and the principal owner of the station.

The appointment followed the resignation of Leo J. Fitzpatrick as vice president and general manager after more than two decades as directing head of the station [BROADCASTING, May 13]. Mr. Fitzpatrick has not announced his plans but intends remaining in radio.

Mr. Richards said that he will resume active direction of his radio interests, by virtue of improved health. For several years Mr. Richards has been living in California, maintaining homes at both Beverly Hills and Palm Springs, because of frail health. His radio interests include WGAR Cleveland and KMPC Los Angeles as well as WJR.

Mr. Uridge has been assistant general manager in charge of sales since 1937. In radio for more than 20 years, he has served as announcer, salesman, sales manager and finally as assistant general manager of the 50,000 w WJR.

"We expect WJR to take an even more active part in the commercial, educational and cultural life of Detroit and the nation than it has in the past, creditable as its record has been," said Mr. Richards in announcing the shift in personnel at WJR.

Mr. Uridge

Mr. Richards

"My heart is in Detroit and I see a golden future for the community that will far overshadow its past achievements. Here are the business pioneers of our country, the men who led the nation out of a depression, the men who helped lead the world through war to victory and who, now, will be heading the march back to peace that will give to all the fruits of that victory."

AP, UP

(*Continued from page 28*)

budget for State Dept.'s Office of International Information and Cultural Relations was sent by several radio personalities, including Mr. Ethridge and Commentators W. W. Chaplin, George Hicks, Quentin Reynolds, William L. Shirer, Leland Stowe, Robert St. John and George Hamilton Combs.

In an advance statement concerning the purpose of the advisory committee, Mr. Benton described shortwave broadcasting as one of the principal means of keeping the rest of the world fairly and fully informed about America.

"It is estimated that there are now more than 20,000,000 radio sets outside the United States capable of receiving shortwave," he said. "This number is bound to multiply. In many areas there is no other means of getting information directly from the United States.

To Show American Life

"It is obviously important to the cause of international understanding and peace," he continued, "that foreign peoples should get an accurate, balanced picture of American life, and of the aims and policies of the United States Government. Broadcasting is a vital medium to this end."

Improved Programming Suggestions Prepared

SUGGESTIONS for improvement of radio programming are being sent to broadcasters, agencies, and sponsors by the Wisconsin Joint Committee for Better Radio Listening. Outlined at the annual listening conference at U. of Wisconsin, they include:

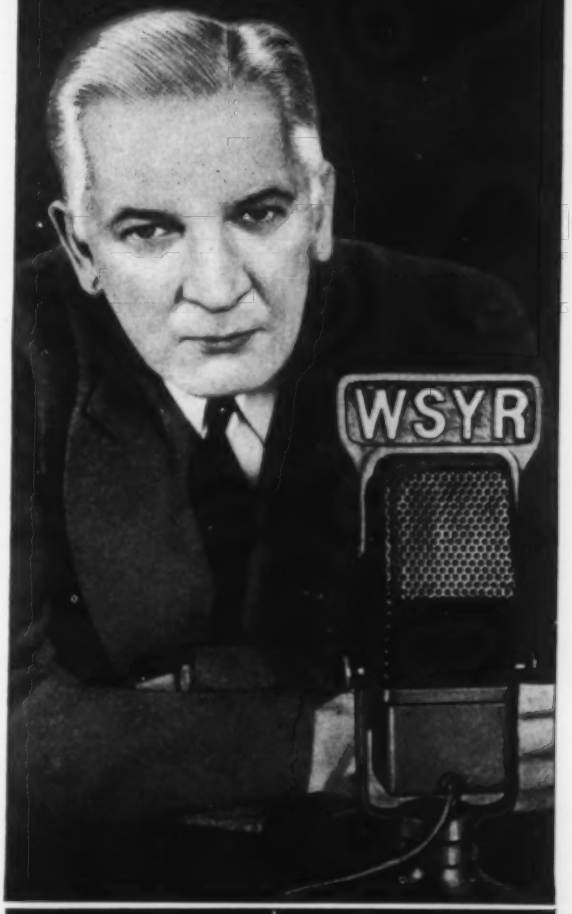
More programs for family listening; more programs on good literature for children, on travel, nature, biography and folklore, on sports features for youth; more audience participation programs; more program information, and a constant endeavor to improve the tastes of listeners. "Give us in summer, transcriptions of good winter programs," the Committee added.

Dislikes included repetition of advertising phrases and statements; "over-doing a ditty"; misrepresentation; middle commercials; interruption of musical programs for commercials; reading of commercials by newscasters, and "undue linking of episodes (preference for independent unity)."

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know
select
CKRC
REPRESENTATIVE - WEED & CO.

Dateline: Cairo... Bagdad... Kunming...
Byline: H. R. EKINS

(Courtesy of WSYR)



MARK any major point on a round-the-world flight. WSYR's Ekins was there yesterday . . . or is there today . . . or will be there tomorrow.

In two months Ekins is flying 25,000 miles between Syracuse and Syracuse, in the most significantly topical news-gathering trip ever undertaken by a radio newsman. Regular eye-witness dispatches, exclusive to WSYR, keep his thousands of Central New York listeners abreast of the news *as he spots it*★ in the world's news centers.

That's the kind of *service* they've grown to expect of WSYR!

That's the kind of *coverage* they know they'll get from Ekins!

This extraordinary trip will insure a larger audience than ever before for Ekins' twice-daily broadcasts at 1:00-1:15 and 6:05-6:15 P. M.—programs whose outstanding quality and audience appeal are typical of the complete, round-the-clock schedule on WSYR.

★ *Few men in radio today can equal Ekins' experience in spotting the news. For more than 20 years he was an ace U. P. foreign correspondent, stationed in more than 2 dozen world capitals. During the war he covered the European Theatre for WSYR, including the Normandy Beachhead and combat flights with the 9th Air Force. Because of his unusual knowledge of China and her people, United China Relief has commissioned him to do a special job of reportage in that country during this current trip. They rely on him for the actual facts.*

PERCY FINCH of Reuter's News Service, veteran newsman who is pinch-hitting for Ekins during this 2-month trip. Finch was assigned to the Pacific Fleet during the war, reported the invasions at Kwajalein, Guam, Iwo Jima, and Okinawa, and the surrender in Tokyo Bay.

WSYR
SYRACUSE
N. Y.
H. C. WILDER, President

A SQUARE DEAL Station
5000 watts — 570 kc.
BASIC NBC NETWORK
Associated with
WELI, New Haven
WTRY
Albany, Schenectady, Troy

Salt Lake City Agency Started by AAF Vets

COOPER & CROWE, a new advertising ageny, has been formed at Salt Lake City by David D. Cooper and Gordon Crowe, both AAF veterans. The firm will handle all advertising media, with emphasis on radio shows and radio advertising. Offices are in the Interurban Bldg.

Mr. Cooper, released from AAF as captain, was in the advertising department of Sears Roebuck & Co., Denver, before entering service, and before that was account executive of Max Goldberg Agency, Denver. Mr. Crowe, in public relations with AAF Western Technical Training Command and later with *Yank* magazine before he was discharged last January, formerly was associated with Scripps-Howard newspapers, and was a Hollywood columnist before entering AAF. He handled public service features for KALL Salt Lake City before joining the new agency.

Drug Makers Warned to Watch Quality of Their Advertising

THE traveling medicineman of the last century, hawking spurious remedies through hypnotic showmanship, is a ghost which present-day drug manufacturers thought had been laid long ago.

Last week they were reminded that the ghost seemed to be walking again.

At the annual meeting of the Proprietary Assn. of America, representing 80 percent of the packaged medicines sold in the U. S. Dr. Frederick J. Cullen, the Association's executive vice president, issued a warning: Unless the standards of drug advertising are improved, public confidence in packaged medicines and advertising in general is sure to dwindle.

Makers of worthy remedies, he said, must "build barriers against the activities of the gyp, the fly-by-night and the concocter of cure-alls." The best way to build them, he said was by "self-regulation" of drug advertising.

Dr. Cullen, speaking to 350 Association members at the Biltmore Hotel, New York, recommended the creation of four joint committees, representing the industry, radio, newspapers and magazines, to establish self-regulatory advertising standards for the drug industry. "Self-regulation," he said, "can only result in greater confidence in medicinal preparations and in advertising in general."

Drug manufacturers, who spend, in all, more than $50,000,000 annually in radio and other advertising, had better begin looking over the shoulders of the copy-writers who compose their ads, said Dr. Cullen. Some of the copy, he said, reflected an irresponsibility by writers who had not studied the products "with the same care that is necessary in order to enable (them) to produce material that will not deceive the purchaser."

He had a special bone to pick with "cow catcher" and "hitch hiker" advertising plugs in broadcasting. "They may sell medicine," he said, "but I feel their greatest value is as a revenue producer for the radio station. The frequency with which the names of certain preparations are brought to the public by such advertising is no doubt responsible for much of the criticism directed at packaged medicines."

Radio stations, said Dr. Cullen, "would be doing a great service if they were to discontinue such advertising."

"I wonder," mused Dr. Cullen, "what would happen if such words as 'magic,' 'amazing' and 'miraculous' were permanently removed from the copy writer's vocabulary. I realize that he must prepare material that will attract attention and sell medicines, but he and the manufacturer must realize that they are not selling gadgets but medicines intended to relieve human suffering."

Trammell Critical

Niles Trammell, president of NBC, scored commercial announcements in "too many shows" as fitting into the rest of the script "the way a riveting machine would fit into a symphony orchestra."

Mr. Trammell told the Proprietary Assn. "if advertisers and agencies will put as much brains and imagination and creative ability into the commercials as they put into the show itself the audience will enjoy listening to one just as much as the other."

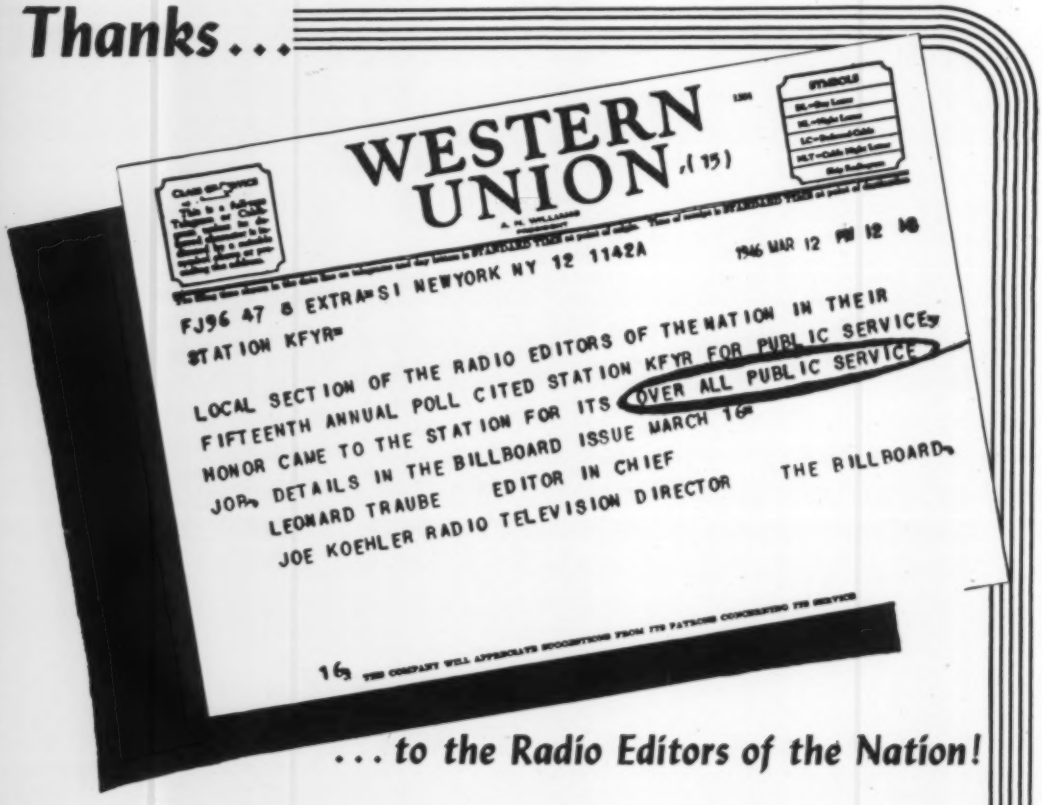
In past consideration of the time ratio of commercial to program, Mr. Trammell said there had been "too much emphasis on quantity and not enough emphasis on quality."

"The listener does not hold a stop watch on the commercial," he said. "Nobody complains about an interesting or entertaining commercial, but any commercial—regardless of the time it takes—that bores the audience is entirely too long."

Mr. Trammell made it clear that "program control and supervision are necessary at all times." But the "program dictation to which the broadcaster should be obedient is the dictation of public opinion, not that of a government bureau." Self-regulation by the industry and its advertiser, he indicated, would preclude the necessity of further government control.

FIRST OFFICIAL reunion of former members of the NBC Guest Relations Dept. was held May 15 at a cocktail party at the Waldorf-Astoria Hotel, New York. Invitation was extended by Niles Trammell, president of NBC, both to the 150 men and women who are still with NBC and to the more than 400 others who have taken positions with other networks, independent stations and agencies.

Thanks . . .


WESTERN UNION
FJ96 47 8 EXTRA=SI NEWYORK NY 12 1142A
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STATION KFYR=
LOCAL SECTION OF THE RADIO EDITORS OF THE NATION IN THEIR
FIFTEENTH ANNUAL POLL CITED STATION KFYR FOR PUBLIC SERVICE=
HONOR CAME TO THE STATION FOR ITS OVER ALL PUBLIC SERVICE
JOR= DETAILS IN THE BILLBOARD ISSUE MARCH 16=
LEONARD TRAUBE EDITOR IN CHIEF
JOE KOEHLER RADIO TELEVISION DIRECTOR THE BILLBOARD=

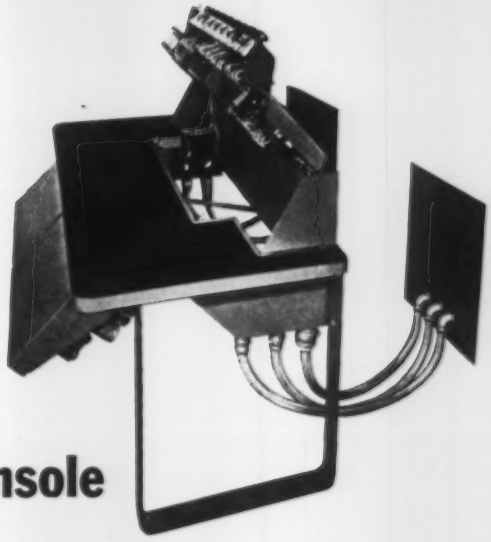
. . . to the Radio Editors of the Nation!

Here's one more reason why KFYR is tops in the Northwest, serving advertiser and listener alike with their best radio bet.

Ask Any John Blair Man

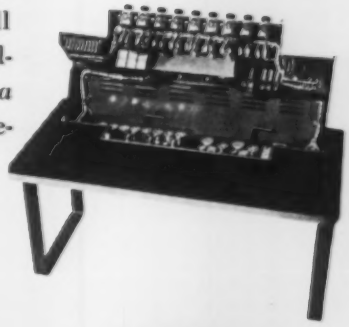
KFYR BISMARCK, N.D. 5000 WATTS 550 KILOCYCLES NBC

from every angle...
IT'S A HONEY!



Western Electric
25B speech input console

It's got sparkling eye-appeal—that's the first thing you'll like about this new audio unit designed by Bell Laboratories. When you see how completely it opens up for inspection and maintenance—almost as easily as turning the pages of a book—you'll like that too. And when you study the list of operating advantages it gives you at moderate cost, you'll agree *it really is a honey!* Ask your nearest Graybar Broadcast Equipment Representative for *all* the facts about this pace-setting 25B.



Look at these features:

Neat modern styling.

Complete unit design—including table and NEW plug-in cables.

Uniform, noise-free, distortionless operation over a 15,000 cycle range.

8 low level microphone channels and 3 line level channels. Any 4 microphone channels and three line level channels—7 in all—can be used simultaneously.

2 high quality main amplifier channels that handle 2 programs simultaneously—plus separate monitor and cueing channel.

7 remote line input circuits—3 normalled through for program transmission or sending or receiving cue.

All controls arranged and coordinated for maximum operating flexibility and convenience.

Compact—only 36" high, 55¼" wide, 28¼" deep.

Designed for maximum ease of installation—junction boxes supplied.

Completely wired for easy plug-in connection.

All parts readily accessible for inspection and maintenance.

PAUL H. RAYMER COMPANY

is pleased to announce

the opening of 2 *new offices*

CANDLER BUILDING

Atlanta 3, Georgia

phone: Jackson 5026

ROYAL E. PENNY, Mgr.

★

STATLER OFFICE BUILDING

Boston 16, Mass.

phone. Hubbard 3225

ROBERT C. FOSTER, Mgr.

PAUL H. RAYMER COMPANY • RADIO ADVERTISING

NEW YORK • BOSTON • ATLANTA • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

Radio Puts Javex in Canadian Homes

Dalglish Builds Sales In Five-Year Use Of Media

RADIO has sold Javex, a Canadian household chlorine compound, says F. W. Lyndon, vice president and general manager of Dalglish Chemicals Ltd., Toronto. Mainly a supplier of chemicals to laundry and other industries, the company ten years ago started retailing Javex in a small way. In 1941 it began to use one station with a live program three times a week. Sales doubled, and now Dalglish is using 36 stations, has increased sales ten times over 1941, plans to add a number of additional stations this year, and will market other products through retail outlets with the same type of radio advertising in the near future.

By FREDERIC W. LYNDON

Vice President and General Manager
Dalglish Chemicals Ltd., Toronto

SINCE 1941 three-quarters of our advertising appropriation for retail sale of our compound "Javex" has gone into broadcast advertising. Our sales volume in the past five years assures us that we are right in stressing radio. How well we think of it, is demonstrated by the fact that we started with one station and by the end of this year will be using 50 stations across Canada, none with less than a quarter-hour program once a week, most with three programs weekly. Our sales have increased ten fold over the 1941 figure.

We have found radio a natural medium for our product. Its purchase is mainly by housewives, and our programs are addressed to the housewife. Javex is a product that has to be used often in the home, requires therefore constant purchase, and so we felt that radio was the right medium to bring the product repeatedly to the housewives' attention.

Mr. Lyndon

Prior to 1941, we had no experience with radio advertising, all our advertising (in Ontario) having been in other media. That year we came to the conclusion that to sell Javex to the housewife through retail outlets would require repetition in advertising, and an attention-getting method. Radio, we felt, was the most effective method of getting the housewife used to requesting Javex in the grocery store. We decided not to use spot announcements, but a live program, and started with a comedy show, *The Wife Preservers*, a quarter-hour program, thrice weekly on CFRB Toronto. The show featured Frank Shuster and Johnny Wayne, then unknown in Canadian radio. We feel we gave them a lift to the stardom in Canadian comedy programs they have since reached on commercial shows and in their Canadian Army Show career.

Increased Time

We were only on the one station in 1941 and our sales in this territory doubled, so we continued on CFRB in 1942. The show was transcribed and put on four other Ontario stations, CFRC Kingston, CKGB Timmins, CFPL London, and CFCO Chatham, in addition to the live program on CFRB. In 1943 we put the program on a six-station Ontario network three times a week, and after Shuster and Wayne went into the Army, we continued it with a new cast. That year we added another six stations, using the transcribed program which had been used live on CFRB and the network.

For the first four months of 1944 we used *The Wife Preservers* on a network of seven Ontario stations, and for the balance of the year used a new musical program on the same network originating at CFRB thrice weekly. We added CKEY Toronto, taking a segment on its *Make Believe Ballroom*.

Our advertising kept pace with our distribution. So far we had kept pretty well to southern Ontario in radio. There were bottle shortages, and other wartime problems, but we were able to meet the demand made by our constantly increasing advertising. By 1945, however, we found that increased line costs for a larger network would be too great, and we turned to a transcribed show. We asked our agency, MacLaren Adv. Co., Toronto, who had found our first successful radio program for us, to locate a good show, and out of the choice we picked *Drama For Today*, a series of 156 dramatized short shorts from *Liberty* Magazine, which we bought for Canada, although we only intended to use them in Ontario. We put the show on 21 Ontario stations with frequencies from one to three a week. In the latter part of 1945 we expanded our markets to the Maritime provinces and Quebec, are now using *Drama For Today* twice a week on six Maritime stations, together with a musical show *Sunshine Melodies* on six Quebec stations, three time a week.

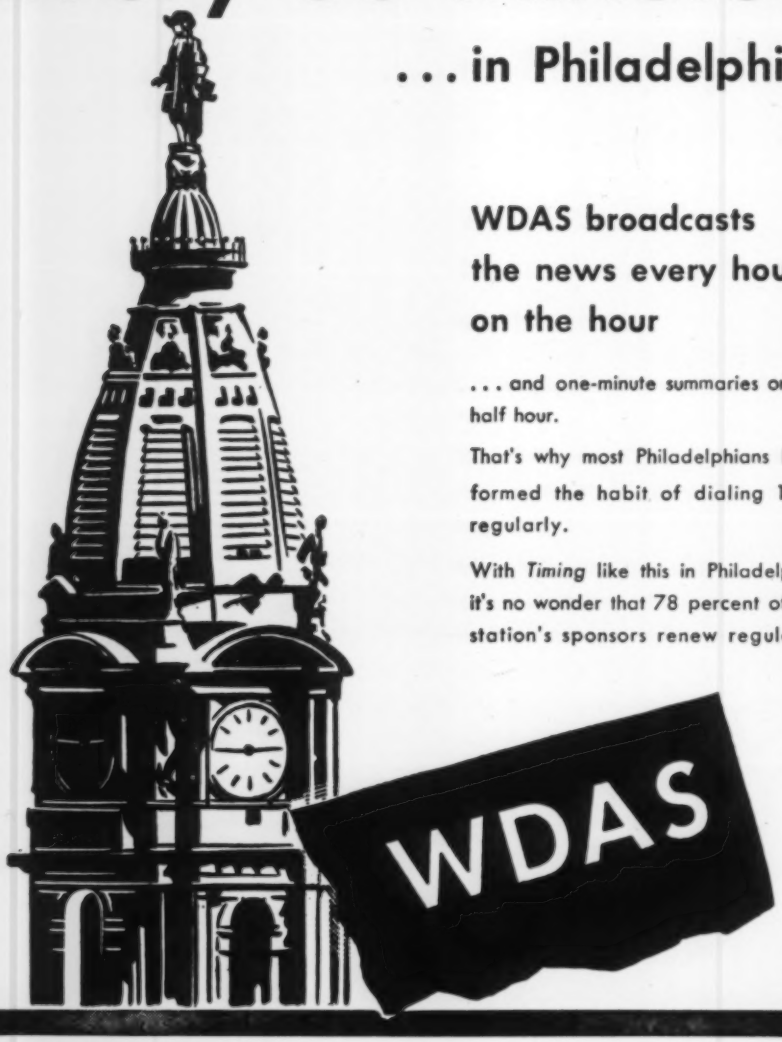
Future Planning

This year we bought *Easy Aces* for Canada, and are currently using it on five Ontario stations thrice weekly. These are major markets. Our other show *Drama For Today* is now on 16 Ontario stations once a week, and on two Saskatchewan stations once a week.

(*Continued on page 38*)

Every 60 minutes

... in Philadelphia



WDAS broadcasts the news every hour on the hour

... and one-minute summaries on the half hour.

That's why most Philadelphians have formed the habit of dialing 1400 regularly.

With *Timing* like this in Philadelphia, it's no wonder that 78 percent of this station's sponsors renew regularly.

WDAS

Your Sales and Profit Potential is Going UP in Des Moines

New Business, New Sales Opportunity For You, is moving into Des Moines and Central Iowa . . . .

KSO gives you Comprehensive Coverage of this Market at the lowest-cost-per-listener

New business is rapidly moving into Des Moines, capitol of the nation's *richest* agricultural market. More than 300 new businesses blossomed in the five months following V-J Day. Ford Motor Co., Firestone, Nash-Kelvinator, Corn Products Refining Co., and many other national concerns are opening *new plants* or *important branches* in Des Moines. Your *sales potential* here is headed for *new highs!*

KSO is your *best media* for covering this *concentrated market*. Your *most economical*, too. 147 Des Moines advertisers, who *know* what's the *best buy* in Central Iowa, used KSO last year. KSO's the best buy for national advertisers, too. So, schedule KSO for *economical, resultful* coverage in Des Moines and Central Iowa.

KSO

DES MOINES, IOWA • 5000 WATTS

Basic CBS Outlet in Central Iowa

Kingsley H. Murphy, Owner George J. Higgins, General Manager

Represented by Headley-Reed Co.

Fulton Lewis, jr.

sells real estate

IN

TUCSON, ARIZ.,

hot rolls in Hagerstown, freight service in Waco, and hundreds of other products for more than 180 sponsors. America's Number One Cooperative Program reaches specific markets with special appeal for listeners who *think*—mature listeners who know what they want and who buy when they want it.

and he'll SELL your product, too!

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr., is presently available for local sponsorship in a few choice markets.
Wire, phone or write us NOW for complete information.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

CO-OP

Walker, Only Charter Member of FCC, Nominated for New Term by President

CONFIRMATION of Paul A. Walker, Oklahoma Democrat, to another seven-year term on the FCC virtually was assured last week when President Truman sent to the Senate Mr. Walker's nomination to succeed himself.

Mr. Walker

Only charter member of the FCC now serving, Mr. Walker has been vice chairman of the Commission for several years. He was one of the seven original commissioners named by President Roosevelt on June 30 under the Communications Act of 1934, when it became effective that year [BROADCASTING, July 1, 1934].

At the time of his original appointment to a five-year term, Mr. Walker was chairman of the Oklahoma Corporation Commission, where he had wide experience in common carriers, particularly in telephone matters. Upon his appointment to the Commission he became chairman of the Telephone Division and served in that capacity until it was abolished in 1938 under reorganization. Mr. Walker had charge of the FCC's part in the AT&T inquiry.

Although Chairman Burton K. Wheeler (D.-Mont.) of the Senate Interstate Commerce Committee, to which Mr. Walker's renomination was referred, had not called a meeting last week, committee members said that in view of Mr. Walker's long service, his approval by the committee and confirmation by the Senate was expected to be "routine."

Commissioner Walker last November was inducted into Oklahoma Memorial Assn. Hall of Fame for outstanding contribution to Oklahoma and to the nation. His new term is scheduled to begin on July 1 and run through June 30, 1953.

Taylor Sees Trend Away From Day Serial Shows

COLUMBIA has no daytime serial programs available which it considers worthy of air time, according to Davidson Taylor, CBS vice-president and director of programs.

"Advertisers are beginning to turn away from this type of progam," Mr. Taylor told BROADCASTING, "and on the basis of those submitted to us I can understand why."

Mr. Taylor announced as projected programs on CBS, a series by Norman Corwin based on his One World Award; Operation Crossroads, based on the Bikini experiments; a discussion program about the English language, a program featuring two new comedians he declined to name and a "formula" for presenting a new comic.

He said many program innovations could be expected from Columbia in the near future and that he would very much like to hear "from you people close to the heart of America" in determining the type of programs to be presented. Mr. Taylor said he would "very much favor" more locally produced programs from CBS affiliates.

Javex

(*Continued from page 36*)

on one other Saskatchewan station twice a week. We have started a weekly live program *Double Or Nothing* on CKRC Winnipeg.

We are now using 36 stations, and during the summer will add a number of Quebec stations, in the autumn more western stations, to a total of almost 50 stations by year end. Our coverage increases as our distribution expands.

In 1944 we added outdoor to our media and our painted bulletins carry a streamer with names of our radio show and stations on which it is heard in the city where the bulletin appears. We use a 14 line block on the radio listing page in all daily papers where we have an evening program on a local station on the day our program is on the air. We set our advertising appropriation at a definite percentage of our estimated sales for the year, and have found that our sales have kept pace with our estimates due to our well-rounded advertising program, which includes "point-of-sale," outdoor, newspaper, and majors in radio.

We have found that radio is doing a job for us.

Concert Tour

COLUMBIA MASTERWORKS RECORDS, Bridgeport, Conn., division of Columbia Recording Corp., has announced sponsorship of a post-season tour of the Philharmonic Symphony Orchestra of New York in the spring of 1947. Tour includes 28 concerts in four weeks between April 14 and May 11, opening in Baltimore and concluding in Pittsburgh. Seventeen concerts will be conducted by society's musical director, Artur Rodzinski, with the remaining 11 performances under direction of Leopold Stokowski.

HORACE N. STOVIN AND COMPANY
•
RADIO STATION REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

Bienvenue!

"BIENVENUE" is the friendly welcome extended to all who approach French Canada in the French-Canadian way. French-speaking Canada is where you find one quarter of all Canadian buyers . . . over 3,000,000 French-speaking Canadians in Quebec and adjacent sections of Eastern Ontario and the Maritimes . . . 3,000,000 Canadians who *speak* in French, *think* in French, *buy* in French.

French-Canadians are particularly loyal to the CBC French Network which brings them news and entertainment *in the language they cherish*. This network is important because it reaches 84% of French-listening radio homes in Quebec and because the CBC thoroughly understands the particular approaches, appeals and messages which move the French-Canadian mind.

For a friendly and productive appeal to French-speaking Canada, rely on the facilities of the CBC French Network . . . equipped to handle every radio sales problem in this rich, important market.

CBC SERVES CANADA

● *Subject to program suitability, CBC French Network is available in conjunction with the Trans-Canada or Dominion Network.*

CANADIAN BROADCASTING CORPORATION
COMMERCIAL DIVISION
1231 St. Catherine St. West, Montreal 25, P.Q. **354 Jarvis St., Toronto 5, Ont.**

CBC FRENCH NETWORK

Congress Is Asked to Force Stations To Sell Air Time to Religious Groups

CONGRESSIONAL action to force broadcasters to sell time to religious groups was sought last week by a delegation of Fundamentalist ministers who asked the House Committee on Un-American Activities to investigate the Federal Council of Churches in Christ, the FCC and stations which have adopted policies of no paid religious time.

Led by Dr. Harvey H. Springer, Englewood, Colo. evangelist, the ministers delivered nine large boxes containing what they said were 60,000 letters of protest after WNOX Knoxville, Tenn. adopted a policy of no paid religious time April 15 [BROADCASTING, May 13].

Dr. Springer told the Committee in closed session, according to a press release issued by the minister, that "Fundamentalist preachers with a total following of between 10 and 15 million are being thrown off the radio. Most Fundamentalist preachers are right-wingers because they believe the Bible and men who believe the Bible usually believe in the Constitution. Our preachers are being put off the radio. I have been asked by these preachers to organize a fight and believe me, we are going to fight."

Dr. Springer's release said the group would "ask the FCC to suspend the licenses on stations discriminating against our preachers." He said: "We believe this plot to throw preachers off the radio a part of the Communist strategy and the PAC strategy." He has opened headquarters for his fight in the Roosevelt Hotel, Washington.

Chairman John S. Wood (D.-Ga.) of the Un-American Activities Committee, said he asked the ministers to file written statements for the Committee's consideration. In view of the Communications Act and court decisions, Rep. Wood said he personally doubted whether his Committee had any jurisdiction, but said if "religion is being kept off the air, I think it's something for Congress to look into." He added that the Committee would consider the protests at its next regular meeting.

Free Time Allocation

Rev. J. Harold Smith of Knoxville, president of the Southern Bible Institute, and editor and publisher of the *Carolina Watchman*, presented a typed statement to the Committee, charging that WNOX cancelled his programs which have been on the air 2:30-3 p. m., Tuesday through Friday, 9:05-9:30 a. m. Saturday, 7-7:55 p. m. Thursday, 5:30-7 a. m. Sunday and 10:05-11 p. m. Sunday.

Rev. Smith charged that the free time allotted to religious broadcasts by WNOX was allocated through the Federal Council of Churches, with which the Fundamentalist group was not affiliated.

"We allege from reliable contacts, letters, telegrams, telephone calls and other trustworthy sources," said his statement, "that back of this new policy adopted by Radio Station WNOX and other Scripps-Howard-owned stations, is the radical, subversive, communistic influence of the advisors and directors of the Federal Council of Churches in Christ in America.

"Contributed time is controlled time," his statement said. Rev. Smith told the Committee, according to Chairman Wood and Ernie Adamson, Committee counsel, that WNOX had refused time to the Fundamentalist ministers. R. B. Westergaard, general manager of WNOX, said the station "offered the preachers a certain amount of free time. This was refused."

Mr. Smith's statement said the Scripps-Howard stations adopted its ban on paid religious broadcasts "on order from Jack Howard, president of the Scripps-Howard Radio Division."

The policy of donating time for all religious broadcasts was adopted unanimously by the five-man Scripps-Howard Radio board, four members of whom recently returned from overseas service with the armed forces. On the board are Mr. Howard, James C. Hanrahan, executive vice president; Mr. Westergaard, Mort C. Watters, vice presidents, and Joseph Fawcett. Mr. Watters, who also is general manager of WCPO Cincinnati, is the only board member who didn't see active war duty.

After meeting with the Un-American Committee the delegation called on Rep. Richard B. Wigglesworth (R.-Mass.) to enlist his aid in amending the Communications Act to require stations to sell time to the Fundamentalists. The ministers contended that stations sell time for beer and liquor advertising and should be required to sell time for religion. Rep. Wigglesworth said he was studying their protest.

Both the FCC and the courts have denied petitions of Fundamentalist preachers to force WPEN Philadelphia to sell them time.

Rep. William S. Hill (R.-Colo.) and Rep. John Jennings Jr. (R.-Tenn.) accompanied the ministers to the Un-American Committee meeting.

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET OWEN!

This is Owen Saddler, young, dynamic general manager of KMA.

University instructor, seasoned newspaper reporter, successful magazine writer—Owen's entry into the radio field was a deliberate decision based upon his unflinching faith in radio as a vital medium of expression for free people and as an indispensable means of building consumer demand.

KMA's effective selling, merchandising, and duPont-recognized public-interest programs are in keeping with those beliefs. Our warm, friendly programs provide an outlet for the inherent neighborliness which is typical of all Middlewesterners. That farm listeners *respond* is proved by the fact that KMA is the most famous mail-pull station in the country—truly the No. 1 Farm Station in the No. 1 Farm Market.

KMA

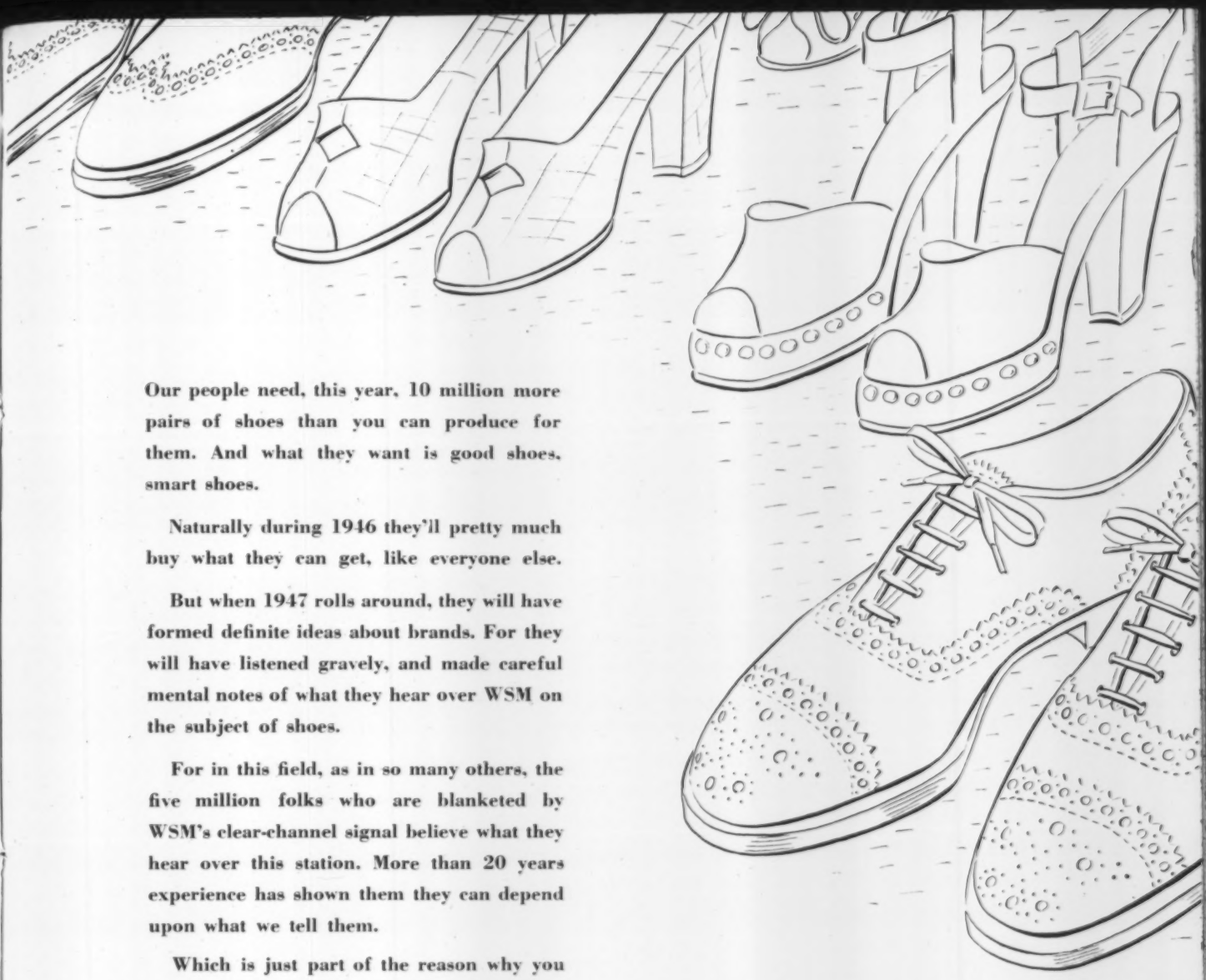
AMERICAN BROADCASTING CO.

155 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, Inc., Exclusive National Representatives

Decca Profit Up

CONSOLIDATED net profit of Decca Records for the quarter ended March 31, 1946, amounted to $511,050 after provision of $460,523 for income taxes. This profit is equal to $1.32 per share on 388,325 shares of capital stock outstanding at end of quarter and compares with net profit of $227,587 or 58 cents per share on same number of shares outstanding in corresponding period of 1944.



Our people need, this year, 10 million more pairs of shoes than you can produce for them. And what they want is good shoes, smart shoes.

Naturally during 1946 they'll pretty much buy what they can get, like everyone else.

But when 1947 rolls around, they will have formed definite ideas about brands. For they will have listened gravely, and made careful mental notes of what they hear over WSM on the subject of shoes.

For in this field, as in so many others, the five million folks who are blanketed by WSM's clear-channel signal believe what they hear over this station. More than 20 years experience has shown them they can depend upon what we tell them.

Which is just part of the reason why you can use WSM as the one single medium which gives you thorough, low cost and simple coverage of this market.

HARRY STONE, *Gen. Mgr.*

WINSTON S. DUSTIN, *Comm. Mgr.*

EDWARD PETRY & CO., *National Representatives*

W Air Castle of the South &

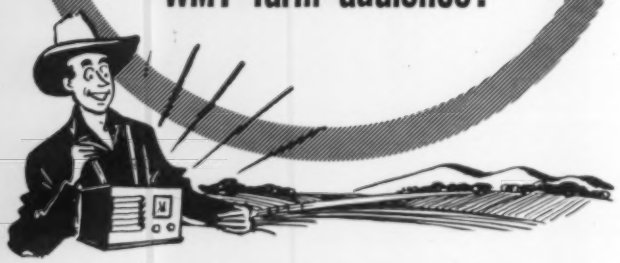
650 KILOCYCLES · 50,000 WATTS · NBC AFFILIATE · CLEAR CHANNEL

WSM

NASHVILLE

"The Year 1946 should be the most prosperous in the peacetime history of Iowa Farm Families."—Iowa Farm Economist—Iowa State College of Agriculture. *January, 1946*

WMT
Farm Service Division
Builds programs in close cooperation with the needs of Iowa's huge WMT farm audience!



WMT led the fight against Rat depredation of Iowa farmland with an "Iowa Rat Control Week" Contest. One-the-spot interviews, vigorous promotion — saved millions for Iowa Farmers . . . the Annual Dairy Heifer Contest . . . Clean plowing Contest . . . Corn Borer Control Week . . . all are highlights in a long range program planned to improve Iowa agriculture and create good will for WMT.

This Huge IOWA Farm Market Is YOURS . . . ONLY on WMT!

Represented by
KATZ AGENCY

MEMBER OF THE MID-STATES GROUP

**The half-millivolt contour of WMT (5KW on 600 KC) includes nearly ONE-QUARTER OF ALL the Grade "A" Farm Land in the U. S.*

QUARTERLY MEETING of Gannett Radio Board was held May 6-7 in Elmira N. Y. Board comprises station managers from majority of stations affiliated with Gannett Co. Inc. Front row (l to r): Bernard C. O'Brien, WHEC Rochester, technical advisor to the board; Dale Taylor, WENY Rochester, manager and board secretary; Gunnar O. Wigg, WHEC manager and board chairman; John Schulz, Chicago office of J. P. McKinney & Son; representative for stations; Thomas L. Brown, WHDL Olean manager; Back row: Max Everett, manager radio department of McKinney; Robert J. Burow, WDAN Danville, Ill., manager; Ernest F. Oliver, commercial manager WENY Elmira; Hugh K. Boice, formerly McKinney radio manager, now manager of WEMP Milwaukee.

Stations Find Local News Profitable; Sunday Wires, Release Dates Protested

LOCAL news commands the highest listener attention among locally originated programs, 38 Wisconsin station executives agreed at the NAB Wisconsin Radio News Clinic held Tuesday at Madison. The meeting was sponsored by the 20 stations belonging to the League of Wisconsin Radio Stations, with WIBA Madison as host.

Weakness of Sunday wire services, lack of qualified newsmen, handicap of release dates based on newspaper deadlines and farmer vs. urban news preferences were discussed.

Homer Porter, news editor of WIGM Medford, told how his staff of four women on a string basis provides news for a daily quarter-hour in a community of about 3,000. He spends five hours a day whipping together the program, he said. It is fully sponsored. Ray Plamadore, manager of WKBH La Crosse, described the "news memos" his station uses. These are written excerpts from news scripts which are sent to local people mentioned in newscasts. He said the memos establish the station as a primary news source in the minds of local citizens and build prestige, goodwill and "follow" stories.

The clinic resolved to exert all possible influence on news sources and agencies to abandon the setting of release dates, feeling all news should be available for broadcasting the moment it is secured by reporters. It also petitioned wire services to provide better Sunday coverage.

Among the speakers were Arthur C. Stringer, NAB director of promotion, who directed the clinic; Bill Ray, NBC Chicago; Prof. Burton L. Hotaling, U. of Wisconsin; Prof. Einer O. Hammer, Wisconsin Dept. of Agriculture; Charles E. Ahrens, UP Chicago.

Attending the clinic were: J. Roy Vogelman, WHA; Harold Newcomb, WRJN; Allan Curnutt, WOSH; W. E. Walker, WSAU and WMAM; Ben F. Hovel, Keith D. Jacobs, WSAU; K. F. Schmitt, Frank Bignell, Robert Taylor, Larry Clark, H. A. Johnson, Peg Bolger, Marvel Ings, WIBA; Mr. Ahrens; G. P. Richards, WHBL; Edmund Steeves, UP Minneapolis; Pat Hoy, UP Milwaukee; Robert R. Savage, WTAQ; Robert C. Nelson, Ben A. Laird, Green Bay Broadcasting Co.; Mr. Porter; Bettina Klaus, WMAM; Emery W. Martin, Lynn N. Fairbanks, KFIZ; Woods O. Dreyfus, Jack Raymond, WISN; R. G. Winnie, Jack E. Krueger, WTMJ; Prof. Hotaling; Prof. Hammer; Mr. Ray; J. L. Gallagher, WHBY; Mr. Plamadore, Paul Ziemer, John Sullivan, WKBH; Wally Stone, AP Minneapolis; Mr. Stringer.

PHILADELPHIA'S No. 1 Disc Jockey
Doug Arthur with Danceland
10,000 Watts **WIBG**
REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

DeQUINCY V. SUTTON

Formerly 12 Years Head Broadcast Accountant
of the Federal Communications Commission

Announces

A New Service for Broadcasters and Applicants As Consultant in the field of Radio Broadcasting

Services are offered relating to research and analysis of station operation and preparation of non-technical and non-legal aspects of applications for FCC consideration. These services also include consultation regarding talent, network line rates and other station affiliate activities; investigation incident to station operation; surveys covering sales procedures; program analysis and economics of station operation.

To the extent desired by client, this service will function in collaboration with Washington legal and engineering counsel on investigation, research and processing of matters before the Federal Communications Commission. Documents already prepared will be reviewed before their submission to the Commission if requested.

Broadcasters represented by Washington counsel may arrange for this service through their attorney; those without Washington counsel are invited to communicate direct with . . .

DeQUINCY V. SUTTON
Washington, D. C.

Temporary address:
2700 Connecticut Avenue

Telephone: COlumbia 8105

Headliners Cite Swing, Slater, Jordan

Radio News Reporting Citations Awarded Commentators

RAYMOND SWING, ABC commentator; Tom Slater, MBS director of special events, and Max Jordan, NBC foreign correspondent, will receive Headliner Awards for outstanding radio news achievements at the annual meeting of the National Headliners Club, June 22 in Atlantic City. Group will present 20 awards in all, covering newspaper reporting, feature writing, public service, news pictures, books and newsreels, as well as radio.

Mr. Swing, whose commentaries are broadcast on ABC, 7:15-7:30 p. m., Monday through Friday, as a network cooperative program, was voted an award by the Headliner judges for the best consistent domestic news broadcasting, and particularly for his Friday night atomic bomb series.

Mr. Slater won his award for the best special broadcast of the year for arranging and broadcasting the Army's radar contact with the moon. Excerpts from this broadcast, including the sending of the code signal moonwards and its return slightly more than two seconds later, will be reproduced at the Headliners banquet in June.

Dr. Jordan's award, for the most outstanding exclusive foreign news broadcast, recognized his achievement of Aug. 14 in beating the rest of the correspondents in Berne, where he was stationed, with the news that the Japanese surrender message had arrived at the Swiss capital at 4:20 p. m. and, an hour later, that the message had been sent from Berne to the United States.

Other Selections

Other awards were made to R. H. Shackford, United Press, for outstanding United Nations coverage; Stanton Delaplane, *San Francisco Chronicle*, for his "Ding Dong Daddy" series; Bert Andrews, *New York Herald Tribune*, for the best domestic news coverage; Edward Weintal, *Newsweek*, for consistently fine diplomatic reporting; Jack Ostreicher, International News Service, for *The World Is Their Beat*, adjudged the best nonfiction book by a working newspaper man; Red Smith, *New York Herald Tribune*, for a consistently outstanding sports column.

Bill Diehl, *Newark* (O.) *Advocate*, received an award for the best news story or series in a newspaper of from 15,000 to 25,000 circulation; William W. Vosburg Jr., *Waterbury* (Conn.) *Republican*, in the 25,000-50,000 group; Marjorie Heyduck, *Dayton Herald*, in the 50,000-100,000 group; John McCullough, *Philadelphia Inquirer*, for papers over 100,000.

Hank Barrow, Associated Press, won an award for consistently outstanding editorial cartoons.

Mr. Swing Mr. Jordan Mr. Slater

Mathew Zimmerman, AP, won the award for the best sports picture; Charles Gorry, AP, for the best spot news picture; Nat Olgen, INP, for the best human interest picture; Larry Keighley, for the best news magazine picture; Pathe News for the best newsreel.

The *Chicago Times* received the outstanding public service award, for its achievement in clearing an obscure individual of a murder conviction. A special citation was given to *Editor & Publisher* for "an outstanding job in covering the activities and work of war correspondents."

Headliners awards committee voted to change the term covered by the awards from its present May 1-April 31 to the calendar year, beginning with the next awards, which will cover the full year of 1946 and will be selected in February. Committee expressed a willingness to consider entries from individual radio stations as well as networks for outstanding news achievements and the subcommittee on drafting the list of award categories was asked to consider the inclusion of an award for sports broadcasts in next year's list.

William Lewis Urges Pattern More Rigid Than FCC Report

CALLING for even more self-assessment by radio than that suggested in the FCC Blue Book, William B. Lewis, vice president of Kenyon & Eckhardt, struck the most surprising and significant note at the Independent Citizen's Committee of the Arts, Sciences and Professions (Radio Division) meeting last Monday night at the Henry Hudson Hotel in New York.

Mr. Lewis conceded the lack as well as the necessity of an integrated public-interested policy in the industry, but pointed out that "the pace of radio's growth has been so swift that the men in the industry who charted the course and the men in Government who checked the bearings have had little time or opportunity for review and contemplation and still less for thoughtful long range planning."

Not Good Enough

Discussing the advisability of adopting the FCC Blue Book as the blue-print of industry planning, he replied, "My vote is an unequivocal no. It is not good enough. While there is great merit to many of the services it contains, it is only a tentative toddling insufficient step towards the long overdue and sorely needed blue-print for radio policy and programming."

In defense of the FCC's report, Commissioner Clifford J. Durr questioned "self regulation" as a completely satisfactory vehicle for dragging radio out of its morass, maintaining that the Commission in its present actions is "doing what we think is our clear cut, statutory responsibility."

A. D. (Jess) Willard, executive vice president of NAB, termed the Blue Book "not a report but a set of rules" and regulations already set down and promulgated. He asserted that these rules were in effect already, inasmuch as the FCC had mailed blanks to the stations immediately after publication of the document soliciting the very information commented upon in the report. He warned that the FCC provisions "may well become law by default and acquiescence."

Chairman of the discussion was Norman Corwin, noted radio dramatist, who early relinquished the gavel to Peter Lyons, Eastern vice president, Radio Writers' Guild. Also taking part in the forum were Dick Redmond, program director, WHP Harrisburg, and Thomas Carskadon, chairman of the radio committee, American Civil Liberties Union.

NEWSREEL films released last week picturing the V-E rocket bomb experiments at White Sands, New Mexico, are using NBC's sounds of the great missile, gotten on Army wire recorder by W. W. Chaplin, network's roving reporter who was stationed 1000 feet from the point of takeoff. Newsreels, which covered takeoff from Army auto trailers, exposed microphones to wind blasts which blotted out sound of the giant rocket.

REORGANIZATION IS PROPOSED IN BILL

REORGANIZATION of Congress to give the legislative branch a more business-like approach to Government problems and to give Congress closer control over the various executive branch agencies, is proposed in the Legislative Reorganization Act of 1946 (S-2177), introduced last Monday by Sen. Robert M. LaFollette Jr. (P-Wis.), chairman of the Joint Committee on the Organization of Congress.

His bill would reduce the number of standing Senate committees from 33 to 16, limit membership on each to 13 and would provide closer coordination between Senate and House standing committees through joint hearings, rather than separate hearings as now in effect. Special and select committees would be banned, with standing committees carrying out investigations when necessary.

Sen. LaFollette's bill would give the Committee on Expenditures in the executive departments jurisdiction in reorganization in the executive branch. It would be charged with studying the operation of Government activities at all levels with a view to determining economy and efficiency. A continual Congressional review of independent agencies, such as the FCC, would be mandatory under the measure.

Rep. A. S. (Mike) Monroney (D-Okla.), vice chairman of the joint committee, plans to introduce a companion measure in the House on his return from Oklahoma City, where he was called by the death of his mother.

Sen. LaFollette said he would seek action on the bill this session. It would become effective on the first day of the 80th Congress, which convenes next January.

Fights Famine

ENTIRE facilities of WNEW New York beginning today (May 20) for five days, on a 24-hour schedule will be turned over to the Famine Emergency Committee of New York, with each of the five days devoted to separate New York boroughs. In cooperation with the project, named "Operation Famine," the American Women's Voluntary Service will make its car pool and mobile services available to pick up money and food donated by the station's listeners. Available 24 hours a day, service will make pickups in all night restaurants or other all night operated establishments, with separate car pools in each of the five boroughs. All WNEW programs will be reshaped to fit the famine theme, following the pattern of a recent WNEW one-day cancer appeal.

NEW... BEST!

H-f power tube for FM with RING-SEAL CONTACTS

- **Tube can be installed or replaced in a few seconds**
- **Greater area of ring-seal contacts increases h-f circuit efficiency**
- **Superior electrical characteristics include (a) minimum inductance (b) no neutralization required (c) extremely low driving power**
- **A pair of GL-7D21's easily will handle output for a 3-kw FM transmitter**

Sketch shows how easily a GL-7D21 can be plugged in. The concentric ring-seal design provides ample contact-surface for all terminals.

TRANSMITTER designers will welcome the new GL-7D21, most modern, most *practical* of FM power tubes. Ring-seal contacts—an important General Electric development—mean fast tube installation or replacement (therefore less time off the air) while providing generous terminal-contact areas. . . . Electrically, Type GL-7D21 is equally advanced. There is complete internal shielding of the 4 electrodes, and provision for a r-f ground plane makes possible external shielding as well. . . . The tube is designed with minimum internal inductance. Low grid-to-plate capacitance eliminates need for neutralization. Plate ratings (see right) give the GL-7D21 an output sufficiently large so that a pair will more than meet the needs of a 3-kw FM transmitter—with only 120 w driving power (for 2 tubes) required!... G-E tube engineers will be glad to assist you in applying this modern, compact, highly efficient tube to your latest FM circuit. See your nearest G-E office, or write to the *Electronics Department, General Electric Company, Schenectady 5, New York.*

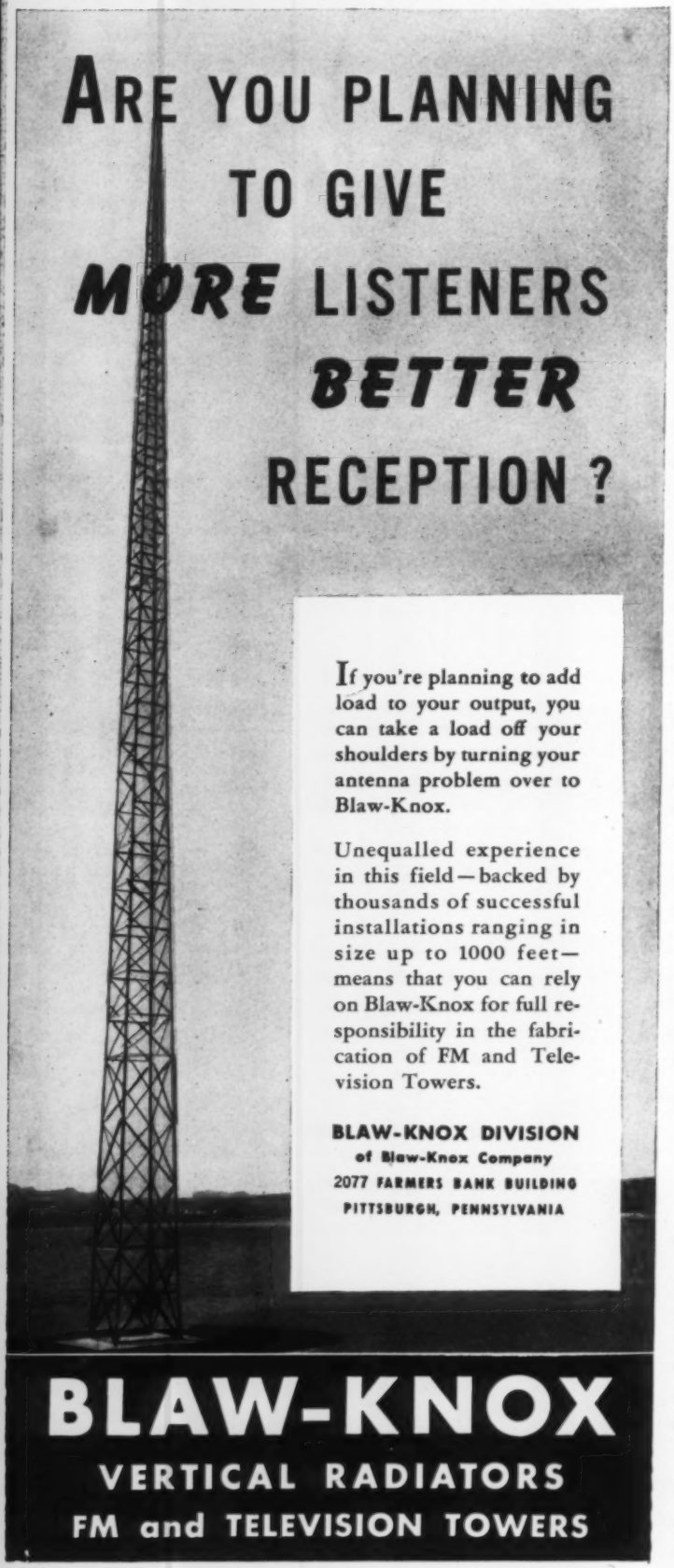
RATINGS OF TYPE GL-7D21

Filament voltage	6.3 v
Filament current	30 amp
Frequency in megacycles at max ratings	110
Type of cooling	forced-air
Max plate ratings, Class C telegraphy:	
voltage	4,000 v
current	1 amp
input	3,000 w
dissipation	1,200 w

GENERAL ELECTRIC

161-27-8950

FIRST AND GREATEST NAME IN ELECTRONICS


ARE YOU PLANNING
TO GIVE
MORE LISTENERS
BETTER
RECEPTION ?
If you're planning to add load to your output, you can take a load off your shoulders by turning your antenna problem over to Blaw-Knox.
Unequalled experience in this field—backed by thousands of successful installations ranging in size up to 1000 feet—means that you can rely on Blaw-Knox for full responsibility in the fabrication of FM and Television Towers.
BLAW-KNOX DIVISION
of Blaw-Knox Company
2077 FARMERS BANK BUILDING
PITTSBURGH, PENNSYLVANIA
BLAW-KNOX
VERTICAL RADIATORS
FM and TELEVISION TOWERS

AFA Postwar Exhibit Opens Sunday; Krug and Schwellenbach on Program

FIRST postwar convention and advertising exhibition of the Advertising Federation of America, scheduled May 26-29 in Milwaukee's Hotel Schroeder, will feature 33 outstanding national and local advertising exhibits.

It has also been announced that on the entertainment side of the four-day session will be a special Sunday evening surprise party sponsored by the Milwaukee Journal Co. and its stations, WTMJ and WTMJ-FM. Details of the party, which will follow a dinner arranged by the Journal Co., are being held in strictest secrecy.

Secretary of Interior Julius I. Krug, and Secretary of Labor Lewis B. Schwellenbach have been included on the tentative convention program released by Elon G. Borton, president of AFA.

Program for convention follows:

Sunday

11:30 a.m.—Brunch
Auspices: Council on Women's Advertising Clubs
Presiding: Prudence Allured of Chicago
Evening Surprise Party
Sponsored by The Milwaukee Journal

Monday

9:30 a.m.—Club Activities Conference
Presiding: Gordon Gardner of Columbus, chairman, Council on Advertising Clubs

12:15 p.m.—General Session Luncheon
Crystal Ballroom
Presiding: Joe M. Dawson, chairman of board, AFA, chairman, Executive Committee, Geyer, Cornell & Newell Inc.
Message from the President of the United States
Keynote Address: Charles E. Murphy, general counsel, Advertising Federation of America, New York—"Advertising—Instrument of Prosperity—Beacon of Peace"
Hon. Lewis B. Schwellenbach, Secretary of Labor—Subject to be announced
Arthur H. (Red) Motley, president, Parade Publication Inc., New York—Subject to be announced

7 p.m.—Annual Banquet
Crystal Ballroom
Toastmaster: Paul Garrett, vice president, General Motors Corporation, New York, member of board of directors, AFA
Hon. Julius A. Krug, Secretary of the Interior—"Selling America First"
Walter Geist, president, Allis-Chalmers Co., Milwaukee—"Gearing Advertising to the Future"
Charley Slack, 16-year-old president, Milwood Products Inc., Glen Ridge, New Jersey, and vice president, National Association of Junior Achievement Companies, will tell how he built a business by effective advertising and selling

Tuesday

8:30 a.m.—Annual Elections
Breakfast Sessions: Council of Advertising Clubs; Council on Women's Advertising Clubs
(The Councils, comprising all club presidents or their proxies, will meet separately to elect chairmen and vice chairmen)

9:30 a.m.—Retail Advertising Session
9:30 a.m.—Outdoor Advertising Session
10 a.m—National Association of Transportation Advertising

12:15 p.m.—General Session Luncheon
Crystal Ballroom
Presiding: Allan T. Preyer, past president, Advertising Club of New York; chairman of board, Morse International Inc., New York City
Adelaide M. Enright, president, Old-Fashioned Millers Inc., St. Paul—Subject to be announced
Address by a national business leader, name to be announced

2:30 p.m.—Annual business meeting of AFA.

6:30 p.m.—Twenty-four Year Club Dinner
W. Frank McClure, Chicago, Chairman
Evening—Gay Nineties Party

Wednesday

8:30 a.m.—Good Fellowship Breakfast
Presiding: Rex Huguley, vice chairman, Council on Advertising Clubs, and president, Advertising Club of Oklahoma City

9:30 a.m.—Club Activities Conference
Presiding: Robert H. Fuller, vice chairman, Council on Advertising Clubs; former president, Advertising Club of Springfield, Mass.

9:30 a.m.—Direct Mail Advertising Session

12:15 p.m.—General Session Luncheon
Crystal Ballroom
Presiding: Name to be announced
Robert Freer, member, Federal Trade Commission, Washington, D. C.—Advertising—Saint or Sinner
Leo Nejelski, Nejelski & Associates, New York—Has Advertising a Future?

* * *

NFSE Convention

ELEVENTH Annual Convention of the National Federation of Sales Executives opens today in Chicago. The three-day sessions are to be held at the Stevens Hotel.

Commercials Help Keep Radio Free, Says Paige

"IT IS COMMERCIALS—even singing commercials, about which such an issue has been made—that allow radio to stay free," Jack Paige, special events and publicity director of WOL Washington, told the League of American Pen Women last Tuesday in Washington during their biennial convention.

Calling public service "the most abused word in radio," Mr. Paige pointed out that in order for a public service program to serve its purpose, it "must be as entertaining as Jack Benny," or the effect is lost. Too many, he said, expect a station to put every talk or discussion on the air that is brought to the station, without realizing that radio must "serve the many" and not cater to the desires of the few.

Other speakers on the program for the Pen Women's Radio Day included: John Holman, Westinghouse stratovision department; Alicia Fuller, KQV Pittsburgh; Ruth Crane, WMAL Washington; Elinor Lee and Hazel Kenyon Markel, WTOP Washington; Mary Cavanaugh, WRC Washington.

IN EASTERN NORTH CAROLINA
★ WRRF ★
COMPLETELY COVERS THIS
HUNDRED MILLION DOLLAR MARKET
Over 600,000 Population
67,144 Radio Homes
6,188 Retail Outlets
Annual RETAIL SALES
Over $100,000,000
Served by
WRRF The American Network Station
Write Us Today for Our New Informative Folder
TARHEEL
BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FORJOE & CO.
New York • Chicago • Philadelphia

WHAT'S YOUR BRAND?

These curious marks and signs are "printer's devices." From the earliest days of printing, they served to distinguish the work of one printer from another, becoming the proud symbols of fine workmanship and achievement. They appear on volumes dealing with a wide diversity of subjects, from weighty religious tomes, to the popular literature of the day.

In Baltimore, there's also a symbol of which we're justly proud, the letters WCBM. It, too, is a sign of distinction and achievement as radio advertisers will tell you, for it has been instrumental in developing business for its sponsors in the Baltimore market. Like the printer's device, WCBM stands for sales production over a wide diversity of articles. Why not add yours to this roll of achievement?

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*

Free & Peters, Inc.
Exclusive National Representatives

GEORGE H. ROEDER, *General Manager*

In the Public Interest, Convenience and Necessity

KXOK

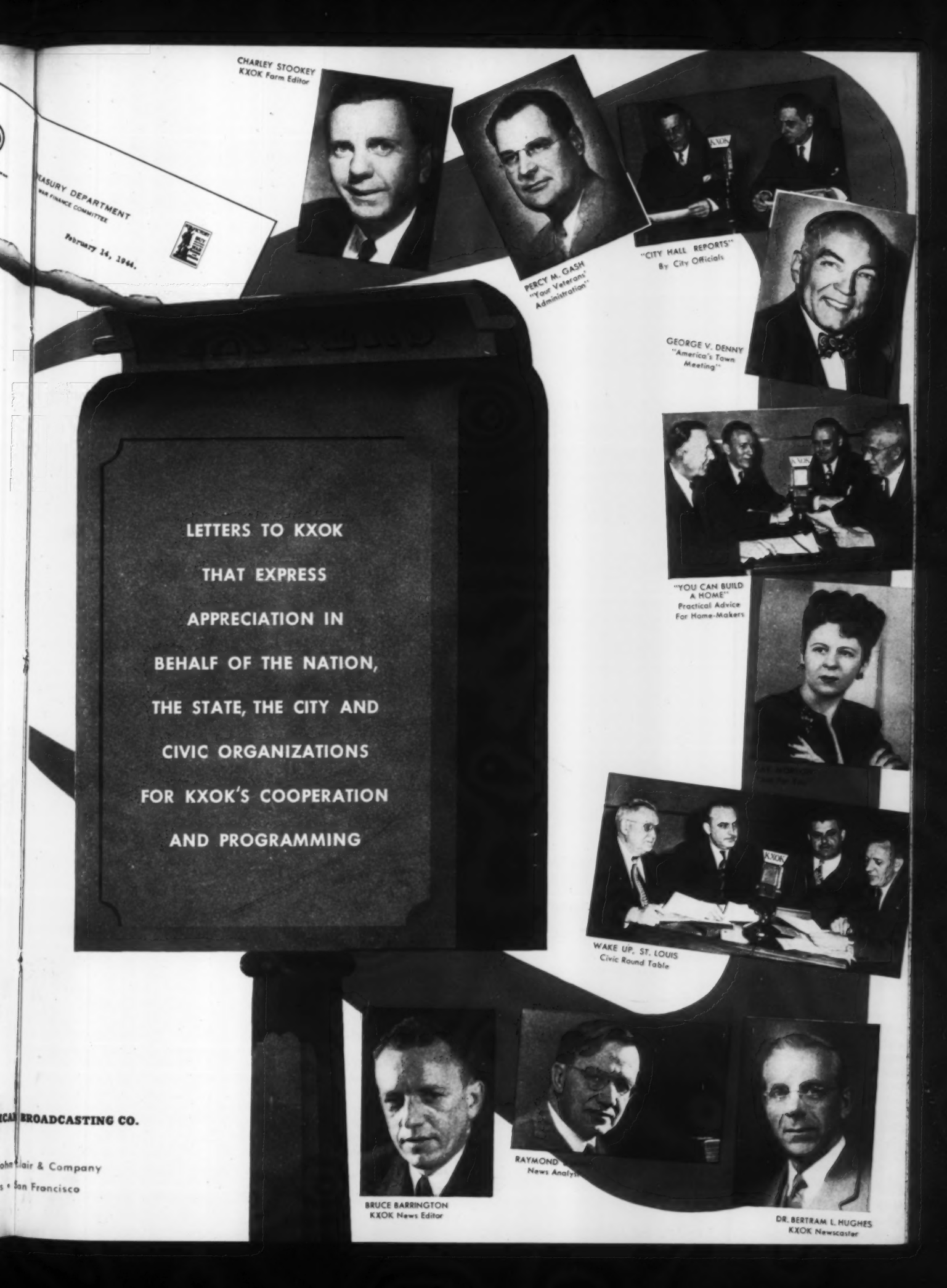
SAINT LOUIS 1, MISSOURI

Owned and Operated by The St. Louis Star-Times

630 KC. 5000 WATTS • FULL TIME • Affiliate AMERICA

Affiliated With KFRU, Columbia, Mo. • Represented by John

Offices in New York • Chicago • St. Louis • Los Angeles •



ICAN BROADCASTING CO.

ohn Blair & Company

s • San Francisco

Editorial

Program Report: X

HERE is the FCC's Blue Book in action.

The other day a station manager related the following experience. He is one of the radio art's average well-known executives. He manages a regional, network-affiliated station in a one-station city.

"I read the Blue Book with great care," he said. "In fact, I studied it as one might a text book. My copy is tattered and dog-eared from the review I gave it. Well, whether the FCC is right in all categories, or only in part of them, or in none of them, I decided to do something about it on our station. I decided that perhaps we had been a little too grasping and had paid too little attention to local public service sustaining programs.

"Consequently, I decided to put on a public service program that would meet all of the urgent pleadings of the Blue Book. We cancelled 90 minutes of night-time network commercials. We built a program for our town. We put it together professionally, undertaking to make it as entertaining as possible. It was thoroughly rehearsed. We had six of the state's leading educators in the studios. They discussed, in a round-table, the subject of veteran education. The idea was to urge every veteran whose education had been arrested by the war to return to school.

"It was local. It was public service. It was sustaining. It was at a choice listening hour. How choice? It replaced *Information Please*, the *Carnation Contented Hour* and *Dr. I. Q.* from 8:30 to 10 o'clock on Monday night. That 90 minute commercial network segment usually commands an audience rating of about 42 percent. Remember that we are a one station city.

"Well, here's what happened. We put on our local sustaining public service program. Our educators began their public discussion, urging veterans to return to the classroom. During the first five minutes this program was on the air, 20 expert telephone audience surveyors checked our audience. It showed, during those five minutes, the customary 42 percent.

"Then the telephones began ringing. Listeners wanted to know what was wrong with the station. Who had booted favorite network shows for the pedagogues? But this is more important than any other factor: we checked audience through coincidental telephone survey during the *last* ten minutes of that 90 minute period. Know what the audience was? It had been 42 percent at the opening of this public service show; it was *4 percent* at the *close*. In the course of 90 minutes, we lost 90 percent of our listeners."

There's the Blue Book in action. This hour and a half program was replete with local talent. It was a sustaining community broadcast at an excellent time produced by capable professionl broadcasters to the best of their ability. It sabotaged the audience.

You cannot serve the public if the public isn't there.

(Note: Name of broadcaster withheld at his request because, he said, he "feared reprisals from the FCC".)

Job on Their Hands

THE MATERIAL losses in revenue which have been suffered by newspapers since 1929, principally at the hands of a fast-growing broadcasting medium, are analyzed in *National Advertising Newspapers*. The volume, published by the Harvard University Press, is an exhaustive report made by three academicians who worked under a grant from The Boston Herald-Traveler Corp., itself now in radio through its recent acquisition of WHDH Boston.

There are many sections of the book which will be particularly interesting to broadcasters. Professor Neil H. Borden, Malcolm D. Taylor and Howard T. Hovde point out, for example, that national advertising on networks is much more concentrated than it is in newspapers and magazines. Using 1940 figures, they note that 75 advertisers accounted for 91% of network expenditures; 650 advertisers accounted for 85% of newspaper volume and 705 advertisers accounted for 87% of the magazine volume. But the authors also point out that national spot radio is patronized by a wide variety of advertisers, and advise newspapers to keep that factor in mind when competing with broadcasters.

The authors might have given a truer current picture of the advertising dollar's distribution in radio by noting 1945 figures published in BROADCASTING YEARBOOK. Of the total net time sales in radio ($310,450,000), 44.3% was spent in network advertising, both national and regional. National spot business accounted for 26% of the total and the balance, 29.7% was devoted to local. In other words, a total of 63.7% of every dollar spent is not devoted to network advertising in radio. Certainly this reflects a respectable stability in radio advertising!

The report acknowledges that newspapers have a job on their hands if they wish to overcome the gains scored by radio. They point to the rising cost of the newspaper to the subscriber in the face of little or no change in the cost to listen. Radio, say the authors, is in a strategic position to attract the national advertiser's dollar because of liberal network discounts on volume and frequency. Only a minority of newspapers, it is noted, have offered volume discounts and those have been ridiculously small compared to radio.

The general conclusions are that the advertiser likes radio for these and other reasons. The report confirms the study previously made by the NAB [*How Much for How Many*, BROADCASTING, Feb. 25] on the low cost of radio advertising as against other media.

It is noted here principally because there is found, in a study undertaken by impartial observers on a grant by a newspaper company, confirmation of broadcasters' assertions.

WE SEE where Leon Henderson, erstwhile New Deal braintruster, appears in a testimonial for Raleigh cigarettes. He agrees that "no other cigarette gives you less nicotine, less throat irritants—is safer to smoke." Wonder what his consumer union friends, who fought so valiantly for grade labeling of everything when he was OPA Administrator, think about it.

Our Respects To —

WALTER DONALD ROBERTS

SOME PEOPLE wear Phi Beta Kappa keys on their watch-chains all of their lives, some pride themselves on the number of their fraternal lodges. Donald (Don) Roberts, CBS Western Sales manager in Chicago, is neither of these.

But if you want to get the key to his wine-cellar just mention the famous "Silk Stocking" National Guard regiment. Oldest National Guard outfit in the United States, the New York 7th is the Union League of all peacetime military organizations and Mr. Roberts was once a member of its enlisted cadre. Several of its members have since become top-brass in the Army but to Mr. Roberts its outstanding characters, and he uses the word in its most literal sense, were Ed Gardner of *Duffy's Tavern* and a cohort identified only as Two-Drink. The latter guardsman was an amiable fellow whose only fault was falling flat on his face after two slugs of rye, hence the name.

Mr. Roberts likes to recall the incident when Gardner and the redoubtable Two-Drink, who had exceeded his capacity by a single followed by a double, broke up a Silk Stocking military ball. Unable to crash the stag line, Two-Drink rolled out the fire-hose and went to work. In a few minutes the historic 7th armory was converted into a swimming pool, with Two-Drink and Archie floating out the door and into the arms of waiting police.

At 45, Mr. Roberts is as athletic in appearance as the day Mike Jacobs approached him at a summer resort and asked who he was fighting for. It was a natural error on the famous promoter's part, since Mr. Roberts looks not unlike a good welterweight with a gift for keeping his guard up. There the comparison ends, since the CBS executive admits the only fighting he does is trying to get a seat on the Northwestern at the Winnetka station.

Mr. Roberts was born in Bangor, Pa. (not Maine) April 14, 1901, and after graduating from high school entered Lafayette College, at Easton, Pa. Too light for the football team, he won his letter in track, specializing in the half-mile. In a field of eight, he says, Roberts was sure to finish no worse than seventh, unless of course, Lafayette was up against Lehigh or Rutgers. After class hours, he made his spending money playing trumpet for the Lafayette Collegians, a group of solid jazzmen who could really go to town on "Paddlin' Madelon Home" and other hit-parade tunes of the early 20's. When Mr. Roberts aban-

(*Continued on page 58*)

Do you think of OREGON in terms of lofty Douglas firs...loftier mountains ...fishing streams...and rockbound coast? Then take a good look at this! It's a patchwork quilt of the Pacific Northwest's vast acreage of wheat lands.

Oregon farmers help to feed the world...KOIN is proud to serve them, too!

KOIN

A *Marshall Field* STATION

PORTLAND, OREGON

CBS

FREE & PETERS, Inc., National Representatives

Adds Channels

NEW FREQUENCIES for amateur station operation have been announced by FCC, effective immediately. Commission assigned 3500-3625 kc for amateur use within the U. S., Alaska, Puerto Rico and Virgin Islands, which, it was pointed out, restores for amateur station operation the entire 3500-4000 kc band used by amateurs before the war. FCC also authorized amateur use of all frequencies above 30,000 mc for experimentation and the use of pulse and AO emissions on authorized frequencies above 1215 mc.

NBC Hollywood Radio City is receiving first exterior overhaul since completion in 1938.

CBS SOUNDS RETURN TO NORMAL

Returning Servicemen Now Man Staff Of Hollywood Program Unit

SOUNDS IN the night or day no longer pose any manpower problems for CBS Hollywood sound effects department. With recent return of six servicemen, the 12-man unit is now adequate to handle an average of over 2500 sounds weekly on 75 programs originating in Hollywood.

The chores of a sound man may look simple according to Alfred Span, CBS Hollywood sound effects chief, but some programs call for such intricate sound patterns they require services of two and three men. During the war, finding it difficult to hire skilled replacements, he trained women for the most part.

Sounding off with their sound effects are: (l to r) Jim Murphy, ex-AAF; Gene Twombly, ex-Army; Cliff Thorsness, ex-AAF; Doovid Barskin, ex-Navy; Gene Ballantyne, ex-Navy; Clark Casey, ex-AAF; Al Span, CBS Hollywood director of sound effects.

Sound men must possess a strange combination of talents, he says. They must be grounded in studio technique and radio engineering combined with resourcefulness, some knowledge of music and an appreciation of dramatic values.

Sounds Are Challenge

Although records provide about 75% of all effects, Mr. Span points out remaining 25% can challenge the most experienced sound man's ingenuity. Typical sound problem he recalls was a script which called for Pinocchio's voice under water.

Using a flutter box to break up the sound of word syllables he combined this with similar treatment of water sound. By fusing both, the voice of Pinocchio under water was heard.

On records there are an estimated 10,000 sounds. For total sounds there is no maximum estimate possible when sum total of sounds in the universe is considered.

Firm Not Sold

DESCRIBING reported sale of Soil-Off Mfg. Co., Glendale, Calif. (liquid paint cleaner), to Sterling Drug Co., Chicago, as premature, Mr. and Mrs. Bernhard Nyman, owners of firm, have issued a clarifying statement. Negotiations to purchase Soil-Off were opened by Sterling Drug, but no deal was consummated, they said. Mr. and Mrs. Nyman continue as sole owners, with no sale of firm contemplated at this time.

CUBA LISTS RECENT FREQUENCY CHANGES

CUBA has notified signatories to the North American Regional Broadcasting Agreement of the following changes in frequency assignments:

CMJN Camaguey, shifted from 580 kc to 740 kc, 1 kw, unlimited, class II station, in operation.

CMZ Columbia, Havana, shifted from 740 kc to 1260 kc, 5 kw, unlimited, class III-A, began operations April 21.

CMBC Havana, shifted from 950 kc to 740 kc, 5 kw day, 1 kw night, unlimited, class II, began operations April 21.

CMBF Havana, shifted from 1260 kc to 950 kc, 5 kw day, 1 kw night, unlimited, class III-A, began operations April 21.

CMAR Artemisa, Pinar del Rio, 1170 kc, 250 w (assignment of call letters). According to FCC records, this station was not previously notified on 1170 kc.

The May 6 BROADCASTING listed a proposed new station at Ciudad Trujillo, Dominican Republic, on 1170 kc as HIST. Call letters should be H13T. Station will be 10 kw, I-B, in operation in July.

Canadian listings same date showed CHWK, 250 w local on 1340 kc at Chaliwick, B. C. City should be Chilliwack, B. C.

Institute Set

FOURTH annual Summer Radio Institute jointly conducted by NBC Hollywood and University of California at Los Angeles will open June 24 and extend through August 3. Intensive course covers all phases of radio. Similar radio institutes will be conducted at Northwestern and Stanford Universities.

Network Switch

FOLLOWING a 13-week cycle on NBC, Household Finance Corp., Chicago, moves *Phone Again Finnigan* June 27 to CBS in Thurs. 10:30-11 p. m.. (EST) period. Starring Stuart Erwin, show presently is aired on NBC Sat. 5-5:30 p. m. from Hollywood. Agency is Shaw-LeValley, Chicago.

to Two Westinghouse Stations

KEX and WOWO

"for outstanding public service in fire prevention"

.. awarded by

NATIONAL BOARD OF FIRE UNDERWRITERS

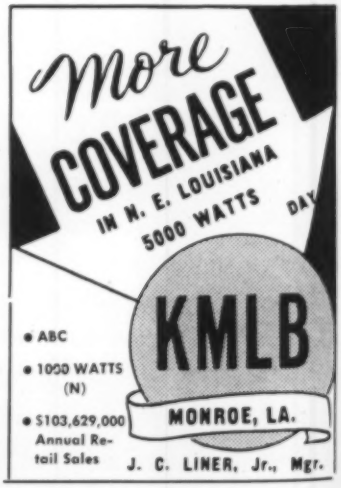
TO KEX, Portland, Ore.: "for its *Keep Oregon Green* program to conserve the state's timber resources, and for general fire prevention."

TO WOWO, Fort Wayne, Ind.: "for its special Fire Prevention Week effort and assistance to the local Fire Department."

From more than 900 radio stations in the United States, the Underwriters selected only five stations as *outstanding* in fire prevention activity. Of the five selected, *two* are Westinghouse stations. This unusual honor, deeply appreciated by KEX and WOWO, is indicative of the desire of all six Westinghouse stations to do their level best in *serving* their communities. "Service in the public interest" is the yardstick by which we measure programs and policies alike.

WESTINGHOUSE RADIO STATIONS Inc

KDKA Pittsburgh · KYW Philadelphia · WOWO Fort Wayne · WBZ Boston · WBZA Springfield · KEX Portland



Fresh Mark in . . . Florida's Markets

. . . AS NEW PAINT SPLASHED ON THE RADIO BACKBOARD.

WCOA PENSACOLA
WJHP JACKSONVILLE

Receives **FM** Grant

Bright news from the South, where two John H. Perry stations mark up another addition to their schedules of improved broadcasting. Frequency modulation grants from the Federal Communications Commission mean fresh kilocycle brush-work for WJHP and WCOA.

Represented Nationally By:
JOHN H. PERRY ASSOCIATES
Wm. K. Dorman, Gen. Mgr. John H. Perry, Jr., Vice Pres.
WJHP ★ WCOA ★ WDLP ★ WTMC

What does Saturday

Saturday...Saturday in broad daylight...means many things to advertising men interested in the golden-rich Western market, can mean many more. F'r instance, is your business...

Groceries? You might follow the lead of astute Sperry Flour, sell the housewife on the morning of the day when she makes her biggest purchases. 26.2 per cent of a week's traffic, 26 per cent of its sales occur in super-markets *after noon Saturday,* the day accounting for *135% more cash* than the average weekday. In chain stores, 24% of the week's sales are made after noon on Saturday ... 14% after 6:00 P.M.! Sperry has used Sam Hayes News on NBC Pacific Network Saturdays since August, 1940.

Dairy Products? **Tillamook County Creameries recently changed their 9-year-old Bennie Walker's Kitchen from Friday to Saturday at 10 A.M.**

Insurance? Neighbors of Woodcraft started to sell life insurance over NBC in the West this spring with a simple Saturday afternoon musical show and "heart" commercials; pulled 23,542 letters with request numbers from the first seven broadcasts; sold 90% of mail leads in Portland, the first follow-up sales city.

Financial? Household Finance climbed on the Saturday afternoon bandwagon, put Stu Erwin's "Phone Again, Finnegan" on NBC coast to coast.

Shoes? **Smilin' Ed McConnell offered a Comic Book *four times* on his three-year-old Saturday morning transcontinental and 1,750,000 kids stormed their Buster Brown Shoe Store to gobble up the supply. *Twice* he asked listeners to send birthday greetings to a crippled St. Louis child, and 210,581 responded with cards and letters ... the largest volume of mail ever delivered to a single address by the St. Louis Post Office.**

Confectionery? Planters Peanuts has found a late Saturday afternoon newscast ideal on NBC Pacific since May, 1943; Leaf Gum prefers its mid-afternoon "Tin Pan Alley of the Air."

Apparel? **Teentimers, Inc. advertised a certain dress model on its *very first broadcast* over NBC transcontinentally Saturday mornings, *sold it out* within three hours! Now dress stores in big cities, little towns are mobbed by teen-agers regularly after the broadcast. (After all, Saturday outranks every other day in department store sales.)**

Farm Equipment? Allis-Chalmers tells its message in daylight Saturday via the nationwide National Farm and Home Hour.

y mean to you?

[* *If you skip the fine print on that opposite page, here in summary is what Saturday daytime means on NBC in the West.*]

1. **NINE CLASSIFICATIONS** of network advertisers have pioneered it, found it good.
2. **SEVENTY-SEVEN ADDITIONAL** advertisers use programs of fifteen minutes or more on a local or spot basis.
3. **MORE THAN HALF** of the weekly pay check is spent **OVER THE WEEKEND**... Saturday is the time to influence that spending at the latest, most impressionable moment.
4. **RECEPTIVITY** to advertising with-a-promise characterizes the relaxing Saturday mood in this five-day week territory.
5. **SETS-IN-USE** are greater today on the Pacific Coast than ever before. EACH of the four sectional Hooper reports since 1944 shows Saturday daytime Pacific listening *up* over the previous report... with last summer topping even the preceding winter!
6. **MORE LISTENERS** *per set* in the West are found Saturdays than any weekday... 28% more men, 24% more children, 7% more total persons than the Monday—Friday average.
7. **MORE LISTENING** potential in the West is found Saturday daytime than on any other weekday, because there are more people home-and-awake... 61% more men, 75% more adolescents, 3% more women.
8. **RADIO'S BIGGEST BARGAIN** is Saturday daytime because it delivers an evening-type audience in size and type... at **ONE-HALF THE COST!**
9. **CHOICE AVAILABILITIES**, a few of them, are open on NBC... No. 1 network in the West as in the rest of the nation.

We've thrown a lot of figures in this ad. Write us for source material.

WESTERN DIVISION

HOLLYWOOD, *Sunset and Vine* • **SAN FRANCISCO**, *Taylor and O'Farrell*

National Broadcasting Company

A Service of Radio Corporation of America

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS—SOON!

ALL NORTHERN VERMONT
CHAMPLAIN VALLEY
BURLINGTON HAS THE ONLY
STATION IN VERMONT
WCAX
1000 WATTS • FULL TIME

AGRICULTURAL
WE'VE BEEN PROGRAMMED FOR THE FARMER FOR 20 YEARS. THAT'S WHY WIBW-ADVERTISED GOODS SELL SO WELL IN KANSAS AND ADJOINING STATES.
WIBW The Voice of Kansas in TOPEKA

KOMO GRANTED CPA BUILDING PERMIT

KOMO Seattle has been granted a permit by the local Civilian Production Administration office to construct a $500,000 building. The station was ordered last year by the FCC to use separate facilities from KJR, the two outlets having been under joint control prior to issuance of an order under the duopoly regulations. CPA permit is the largest radio project approved since the veterans housing program was instituted March 26.

Two-story building embodying latest radio construction ideas will be started at once on the north fringe of the Seattle business district, according to O. W. Fisher, president and general manager of KOMO. Additional property has been acquired adjacent to the site for future expansion.

New structure will be finished in concrete with terra cotta trim, surmounted by a 120-foot tower. Six studios are planned, with all-glass doors, and will occupy the entire street floor except for entrance lobby. All studios will be grouped around the operations center with constant visual control. Two large studios will be parallel to permit operation as a unit with artists in both under one conductor.

Newsroom will adjoin the entrance lobby, with plate glass windows providing view of operations. Plans for the future, envisioning FM and television, call for substreet offices and studios as well as an additional floor.

FINAL RITES HELD FOR M. J. McGOWAN

MICHAEL J. McGOWAN, 55, prominent in advertising and business circles for more than 25 years, died May 11 of a heart attack in his Chicago home.

Mr. McGowan

Mr. McGowan was a vice president of Ruthrauff & Ryan Inc., Chicago. Prior to joining the agency in 1934 Mr. McGowan had been operating a marketing and research company under his own name. He did a great deal of work for the agency which led to his becoming a member of the R. & R. organization. He continued marketing and research work with the agency, later supervising these activities while assuming the responsibility for client contact on large accounts. He was named a vice president of the agency, and at the time of his death was responsible for many general executive duties in connection with the agency's affairs.

Mr. McGowan is survived by his wife, Louise; a son, James R.; a daughter, Mrs. Mel Saunders; and a grandson, Gary Michael Saunders.

BUILDING is to start immediately on the new future home of KOMO Seattle, following the lines of this architect's drawing. Plans were announced last week by O. W. Fisher, president and general manager of the station.

General Cable, Union Reach Wage Agreement

AGREEMENT guaranteeing an 18½ cent general wage rise for 3,000 employes of the General Cable Corp., one of the nation's largest manufacturers of wire and cable equipment, was signed last week by the company and the United Electrical, Radio & Machine Workers of America (CIO).

Negotiations leading to the agreement were between Dwight Palmer, president of the company, and Julius Emspak, general secretary of the UE. The company operates plants at Rome and Emeryville, N. Y., and at Los Angeles.

Travel Programs

TOMORROW'S passengers on airlines, railroads and bus routes may listen to recorded entertainment played on wire recorders. Andrew Korb, chief of the wire recording division of Lear Inc., Grand Rapids, Mich., said last week that his company was now designing special equipment for Boeing and Douglas Aircraft Companies, Eastern Air Lines, The New York Central, Pennsylvania, and Chattanooga & St. Louis Railroads, and the Greyhound Bus Lines.

N. Y. Advertising Club Elects Eugene Thomas

EUGENE S. THOMAS, sales manager of WOR New York, was elected president of the Advertising Club of New York at its forty-first annual meeting held May 14, succeeding Allan T. Preyer, chairman of the board, Morse International Inc., New York, who was named to the club's board of directors. Other officers elected were Andrew J. Hair, president, Hair Publishing Co., New York, vice president, and James A. Brewer, president, Brewer-Cantelmo Co., New York, treasurer.

Continuing in office as vice presidents are Clarence L. Law, vice president, Consolidated Edison Co., and Frederic R. Gamble, president, American Assn. of Advertising Agencies.

DIMOUT PRECAUTION
Raytheon Procures Generator Through War Surplus

DUE to quick action in obtaining their own power supply, the broadcast equipment division of Raytheon Mfg. Co., whose plant is in Chicago, was one of the few companies not crippled during Chicago's recent dimout caused by the coal strike.

After the power curtailment was announced by the Illinois Commerce Commission on Friday, May 3, W. E. Phillips, manager, found that war surplus power plants were available in Akron, Ohio. He sent three executives of the division to Akron that night and the next morning they bought a power plant generating 3 phase, 25 kw electrical power. Powered by a GMC truck motor which drives an Onan generator, the whole plant is air cooled and uses gasoline as fuel. Power unit was delivered to Raytheon the following Tuesday and was in operation Wednesday morning.

From all reports power plant is operating to complete satisfaction of the engineers, the only disadvantage being the slight variation in the frequency when heavy periodic drains are placed upon it.

Announcing the Opening of
GILCHREST - SPRIGGS & COMPANY
Industrial and Public Relations
Charles J. Gilchrest
Marjorie L. Spriggs
Hugh R. MacLennan
100 Boylston St.
Boston 16, Mass.
Telephone
HUBbard 2365

Capital city of Texas, and one of the state's major markets, Austin is a live-wire business center with retail sales totaling $65,901,000.00 in 1945.

Austin's population increased 65% from 1930 to 1940, reached 114,605 in 1944, and is still climbing steadily. This is permanent growth, and not the result of a temporary boom.

With a family income 19% higher than the national average *, Austin enjoys a prosperity based solidly on diversified income from agriculture, industry, commerce, education and state government.

If you're planning a sales promotion campaign in Texas, you can't afford to overlook the rich, responsive Austin market.

KNOW, leading Austin radio station at any hour of day or night, as proved by Hooperatings, is the logical choice of advertisers who want to sell this profitable market. KNOW influences buying habits in most of the 82,340 radio homes of the area. KNOW gives you more dialers per dollar—Austin gives you more dollars per dialer.

Write for further information. Ask for our booklet, "The Austin, Texas, Area."

* From May, 1945, Sales Management Survey.

RADIO STATION KNOW

AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & CO., *Representatives*

New York . . . Boston . . . Chicago . . . Detroit . . . Hollywood . . . San Francisco

WMOB

***A NUNN STATION**

Mobile, Alabama

aggressively

"SELLS"

..to a large, receptive audience in the growing concentrated Mobile Market

Represented by

The Branham Company

with offices in

- NEW YORK, N. Y.
- CHICAGO, ILL.
- DETROIT, MICH.
- ST. LOUIS, MO.
- KANSAS CITY, MO.
- CHARLOTTE, N. C.
- DALLAS, TEX.
- MEMPHIS, TENN.
- ATLANTA, GA.
- SAN FRANCISCO, CAL.
- LOS ANGELES, CAL.

For latest WMOB availabilities —ask Branham.

F. E. Busby, *Mgr.*

*OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN.

ABC AFFILIATE

Respects

(*Continued from page 50*)

doned his studies in mechanical engineering to become a salesman for a national radio wholesaler in 1923, he put his trumpet into its case where it remains to this day. "No lip," is his explanation.

After making the eastern seaboard conscious of the advantages of that remarkable invention, the first RCA electric home radio, Mr. Roberts joined the *New York Times* advertising department in 1929 to specialize on radio accounts. Though he was a space salesman his contacts with the budding radio industry gave him a solid foundation which has proved invaluable in his present position.

In 1931 he resigned to join the Hearst national magazine publications. Again the national accounts he serviced contributed to his knowledge of advertisers who are today among the nation's top spenders in radio.

Mr. Roberts made his first direct step into radio in 1936 when he joined the New York sales staff of Free & Peters. After a year with F&P, he had seen enough of station operations to know that radio and Don Roberts were made for each other. When he joined NBC spot sales a year later he was sure of it.

Mr. Roberts worked with NBC until 1939 when he moved over into the Blue to work for Ed Kobak, now president of MBS. He remained until 1942 when he resigned to join CBS network sales, servicing Lever Brothers programs. A little more than a year later, Mr. Roberts was appointed CBS western sales manager and put out his nameplate at CBS-WBBM Chicago.

Among the many CBS accounts he supervises from Chicago are *Let's Pretend* (Cream O' Wheat); *Give and Take* (Chef Boy-Ar-Dee); *Grand Central Station*, (Pillsbury); *Tina and Tim*, (Cudahy); *Ma Perkins*, (P&G); *Valiant Lady* and *Light of the World* (General Mills); *Radio Reader's Digest*, (Hall Brothers); *Hollywood Star Time*, (Frigidaire); *Jack Smith Show*, (P&G); *Island Venture*, and *Gene Autry* (Wrigley); *Mary Lee Taylor* and *Saturday Night Serenade* (Pet Milk), and *Stars Over Hollywood* (Bowey Dari-Rich).

Though these shows occupy most of his daytime hours and considerable of his nights, Mr. Roberts manages to squeeze in a few moments of relaxation with his favorite hobbies. These are, in season, fishing and hunting, and when he's snowbound, wood-working. Explaining the latter, he said, "I like to take a piece of broken down furniture and see what I can do with it." Mr. Roberts has another hobby, even closer to his heart—his two children, Judie, 12, and Don Jr., 19. Right now, Don Jr., is Pvt. Donald Roberts AAF, an armorer and machine-gunner stationed in Augsberg, Germany. He has been in the Air Force over 19 months and, from his letters, thinks it's a wonderful life. But Dad Roberts still thinks the Army will have to go some to measure up to the Silk Stocking 7th Regiment, back in New York.

MANAGEMENT

CARL ZIMMERMAN, program director of WEMP Milwaukee, has been named assistant manager of WFOX Milwaukee, new local station (250 w 860 kc) which is to begin operations June 1. Released from armed forces in October 1945, Mr. Zimmerman during the war had served as captain and radio officer for Allied Forces Headquarters Public Relations Section in North Africa, Sicily and Italy and later as radio officer for Sixth Army Group Headquarters in France and Germany.

WILLIAM R. REID, assistant North American director of the BBC, has been appointed to the directorship, succeeding **CHARLES BREWER**, who will return to England. Mr. Reid joined BBC's New York office in August 1942 after carrying out several war radio assignments in Java and Australia. Until February 1942 he had been chief executive officer of the Malaya Broadcasting Corp. in Singapore.

GORDON GRAY, vice president and general manager of KOIL Omaha, has been named director of the Omaha Advertising Club for the current year.

THOMAS S. LEE, president of Don Lee Broadcasting System, Hollywood, has entered his 300 horsepower car, Alpha Romeo, in the Indianapolis Speedway Races on May 30.

CLIF DANIEL, general manager of WCAE Pitsburgh, is in New York to attend annual meeting of the Variety Clubs of America as a representative of Variety Club Tent No. 1 of Pittsburgh.

GARDNER (Mike) COWLES, president of Cowles Broadcasting Co., has been named to the advisory board of the Pulitzer Prize Awards.

CHARLES F. PHILLIPS, vice president of WFBL Syracuse in charge of sales and programs, has been elected president of the Syracuse Optimists Club for 1946-47.

FIN HOLLINGER, general manager of KDB Santa Barbara, Calif., has been elected to the board of directors of the city's Lions Club and for forthcoming year is appointed to serve as program coordinator and "Tail-Twister."

ANNUAL WCOA Pensacola, Fla., award for most "Outstanding Lead Performance" of Pensacola Little Theatre is presented by WCOA Manager Jack Rathbun to Dorothy Waters who won cup for part in "Angel Street."

Dr. Potter Lauds NBC For School Cooperation

TRIBUTE to NBC's cooperation with Columbia U. Extension Division in the presentation of courses in radio and televison was paid last week by Dr. Russell Potter, director of the Institute of Arts and Sciences of the Extension Division.

In a letter to Dr. James Rowland Angell, NBC's public service counselor, Dr. Potter said that the NBC-Columbia U. Extension Courses have proven themselves to be "the truly cooperative venture in the field of adult education." He said the project was "already making very definite contributions to American radio."

The courses were begun two years ago, and since their outset applicants for admission to the courses have exceeded the number that could be accommodated by at least four to one.

Upcoming

May 20-23: National Federation of Sales Executives, Annual Convention, Stevens Hotel, Chicago.
May 20-23: Premium Exposition (advertisers), Palmer House, Chicago.
May 21-22: RMA Labor Seminar, Hotel Pennsylvania, New York.
May 23-24: NBC Southeastern Affiliates Meeting for Program and Production Managers, New York.
May 23-25: International Affiliation of Sales and Advertising Clubs, Annual Convention, William Penn Hotel, Pittsburgh.
May 25: FCC Hearings on television applications in Los Angeles metropolitan area, Federal Bldg., Los Angeles.
May 26-29: 42d Annual Convention and Advertising Exposition, Advertising Federation of America, Hotel Schroeder, Milwaukee.
May 27-30: 12th Annual Meeting of Canadian Assn. of Broadcasters, Chateau Frontenac, Quebec, Que.
June 1: Oral Arguments on transfer WINS to Crosley Corp., FCC Hqtrs., Washington.
June 3-5: Second Annual Regional Clinic, CBS Western Division Stations, Hollywood.
June 5-7: NAB Sales Managers Executive Committee, Washington.

(FCC Hearing Schedule This Week, see FCC Actions Page 85)

An All-Time Favorite

GLOW WORM

Published by
EDWARD B. MARKS MUSIC CORP.

• • •

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

For Sale! At a price any client can afford!
A NEW KIND OF TRANSCRIPTION SHOW!

Murder at Midnight

This new series of transcribed half-hour programs is more than just a collection of the best mystery dramas ever produced—either live or recorded. For it represents a new idea in electrical transcriptions—the idea that a transcribed show's budget should match "live" show budgets. As a result, "Murder At Midnight" bows to no other program on the air.

Top-notch writers, actors, directors and producers have collaborated on this new recorded show. Top-notch engineering skill has recorded it. No expense has been spared to make it—yet it's offered at a price 1/2 to 1/3 lower than you'd expect. And the result is a witch's broth of shivers and suspense that will knock your audience for a ghoul!

TOP-NOTCH WRITERS: ROBERT NEWMAN (*Inner Sanctum, Mystery in the Air, The Man from G-2*) BILL MORWOOD (*Bulldog Drummond*) SIGMUND MILLER (*Inner Sanctum, Suspense*) PETER MARTIN (*Celebrity Club, An American Portrait*) MAX EHRLICH *Suspense, House of Mystery, Counterspy*).

TOP-NOTCH CAST: Narration: RAYMOND MORGAN (*This is Your FBI, Famous Jury Trials, Gangbusters, Counterspy*) *Talent includes:* BARRY HOPKINS, BETTY CAINE, BERRY KROEGER, AGNES YOUNG, AMZIE STRICKLAND, FRANK BEHRENS, LAWSON ZERBE, ROBERT LYNN, and other well-known network stars.

TOP-NOTCH DIRECTION AND PRODUCTION: Director: ANTON M. LEADER (*Radio Reader's Digest, You Make the News*). Music Director: CHARLES PAUL (*Mr. and Mrs. North, Ellery Queen*). Producer: LOUIS G. COWAN, INC. Sales, Recording and Processing: WORLD BROADCASTING SYSTEM.

PRODUCED BY

LOUIS G. COWAN, Inc.

250 W. 57th ST. NEW YORK 19, N. Y.

Circle 6-4864

Flash!

First Sponsor Signed in 10 Minutes!

Our audition record, "The Dead Hand," hung up a new speed record for quick sales. Played on a Thursday afternoon for a client on the Coast, it was signed up as soon as the sponsor's goose pimples subsided. Next day in the top spot of 9:30 P. M. Friday over KFI "Murder at Midnight" was on the Air! Hear this record now before your chance to get in on "MURDER AT MIDNIGHT" passes.

DISTRIBUTED THROUGH: **WORLD BROADCASTING SYSTEM, INC.**

A Subsidiary of DECCA RECORDS, INC., 711 FIFTH AVENUE, NEW YORK 22, N. Y. WI 2-2100

Miss Virginia Butler
Lennen & Mitchell, Inc.
New York City

Dear Virginia:

I just got through talking with a couple of our engineers and they were tellin' me about all these programs we've been feeding CBS lately. What used to be an exception, turns out now to be almost an everyday occurrence. Recently we fed CBS three programs in less than a week, "Church of the Air," "Cross Section —AFL" and their late evening news show, "Word from the Country" . . . which just goes to prove what I've always been tellin' radio folks —"WCHS in Charleston marches right along with the leaders everytime!"

Yrs,

Algy

WCHS

Charleston, W. Va.

PRODUCTION

ROBERT V. BROWN, discharged from Navy as lieutenant commander, has been named to newly created post of assistant program manager of NBC Western Division. Mr. Brown has been with NBC since 1932, then assigned to Chicago Central Division headquarters as announcer and writer. He reports to **LEWIS S. FROST**, Western Division program manager.

THEODORE G. SCHNEIDER, day operations manager and chief announcer of WHN New York, has received a letter of commendation with ribbon from the Navy for his part in the conclusion of the Battle of Okinawa and occupation of northern Japan and Honshu during the time he served with the Navy as a lieutenant.

RICHARD W. WILSON, discharged from AAF and new to radio, has joined ABC Hollywood transcription department.

FRED B. COLE, former ABC announcer at New York, has joined WHDH Boston as disc jockey and has started his own program, "The Carnival of Music," on that station. He will continue to announce ABC's "A President From Hollywood," originating in New York.

BOB SANDERS, released from the Army, has been added to the announcing staff of WFOX Milwaukee, new local outlet to begin operations June 1 with 250 w on 860 kc. Mr. Sanders formerly had been with WINN Louisville, WHBL Sheboygan, Wis., and WEMP Milwaukee. **FRED BARTEL**, WIND Chicago announcer, switches to WFOX.

PENNY SINGLETON and **ARTHUR LAKE**, who portray Blondie and Dagwood Bumstead on the CBS Sunday night program, "Blondie," May 9 received the 1946 American Radio Award from the National Exchange Club of New York. Award is presented annually to the person or persons in radio whose work outstandingly contributes to American ideals and civic achievement. Award was presented to "radio's most typical young American couple" by Al Koehl, president of the club, at a luncheon in the Hotel Astor, New York.

FAMILY HEIRLOOM, a 1922 Model T Ford, solves transportation problem of WCOP Boston Announcer Irvin E. Dierdorff Jr., back at station after four years in service, 28 months of which were spent overseas as captain in combat engineering corps. Arriving at Boston's staid Copley Plaza Hotel, Mr. Dierdorff has just completed one of his daily trips from his home in Newtonville. Cruising speed on the level is 23 mph. Downhill it's a breathless 24.

ARTHUR GODFREY, CBS star who has been in a New York hospital since April 29 for a physical checkup, is expected to return to his CBS network program May 20 and to resume his local broadcasts on WABC New York May 27 and WTOP Washington June 3.

NORMAN FRANK, former head of the research department for Dave Elman's "Hobby Lobby" program on CBS and "Radio Auction" formerly on MBS and now off the air, has resigned to freelance.

ARTIE PHILLIPS has rejoined **SAM TAYLOR** and **RUSSELL BEGGS** as writer on CBS "Maisie" program.

HARRY GIBBS, released from the Marines as major after five years of service, has joined WTMV East St. Louis, Ill., and is presenting feature news and music program, "The Harry Gibbs Show," Monday through Saturday 11:05-12 noon.

TED BRODIO of the FM program department of WIP Philadelphia is in Temple U. Hospital with pneumonia.

FRANK MERRILL and **RAY FOURNIVAL**, announcers at KROW Oakland, Calif., who have been serving in the armed forces, have returned to the station.

FRED JORGENSON, released from the Maritime Service, has joined the announcing staff of KFRC San Francisco.

W. WALLACE WILMOTT after four years in the Army has returned to his former post as staff announcer at WPAT Paterson, N. J.

WALTER SCHMIDT, has joined the idea staff of Ralph Edward's NBC "Truth or Consequences."

DANNY KAYE, comedian of CBS "Danny Kaye Show," has been named as 1946 recipient of General Rose Memorial Medal for humanitarian service.

HERBERT CRAIG, released from the Army after three years, has returned to announcing staff of WCBI Columbus, Miss. He served in China-Burma-India theatre. **CHARLES NEWMAN**, also Army veteran, is added to staff as librarian, announcer and continuity writer.

E. WARD CRANE, formerly with CBS New York, has been added to the program writing staff of WPEN Philadelphia.

RUSH HUGHES, record program m.c., has been signed by KXOK St. Louis to present his program, "The Song and Dance Parade," Monday through Friday 1-2 p.m., effective in October.

EDWARD G. WEBER has been named night supervisor at KOA Denver. **RICHARD CROSSWHITE** replaces Mr. Weber as news editor and special events man. Both are service veterans. **WILLIAM WALKER**, released from Army, has been added to staff as assistant production director.

RAY MACKNESS, announcer of CBR Vancouver, B. C., has left for England on CBC business.

HUGH PALMER, recently discharged from the Royal Canadian Navy, has rejoined the CBC at Ottawa head office.

CLIFF ARQUETTE, comedian on ABC "Glamour Manor" since inception two years ago, on doctor's orders withdraws from that program following last broadcast of season on June 28, according to Benton & Bowles, agency servicing account of Procter & Gamble Co., sponsor.

DICK GILBERT, former record m.c. of WHN New York who concluded four years with that station on Jan. 30, currently is in Hollywood.

DICK CRAWFORD, former AFRS station manager in England, France and Germany, has joined KFAC Los Angeles as announcer. **TOM DIXON**, freelance announcer, also has joined station.

PAUL GOULD, former program director and station manager of WLIB New York, has joined WMCA New York as director of recorded music programs. He will be responsible for writing and planning of all recorded musical programs, comprising seven hours of station's air time daily.

JOE O'BRIEN, former WMCA New York chief announcer, has been named chief announcer at American Forces Network in Frankfurt, Germany.

BOB COCHRAN, announcer at WCAE Pittsburgh, is recuperating after an appendectomy.

ANNE HEINEMAN, WCSC Charleston, S. C., promotion director, has been named station motion picture commentator, replacing **HILDA EDWARDS**, resigned.

CHUCK SIMPSON, discharged from the Army after service in the ETO, has returned to WCSC Charleston, S. C., as early morning m.c.

FRED GARRIGUS, assistant program director of WEEI Boston, and **RAY GIRARDIN**, production manager of station, have received U. S. Treasury Dept. Silver Medal Awards for services in behalf of the war bond campaigns.

WILLIAM A. GARDEN, released from the Army as a major, has rejoined NBC as a production assistant in the television department. He was an assistant stage manager at NBC before Army service.

JACK NEWMAN, former manager of the "Hi Jinx" show on WEAF New York, has joined the station's staff as assistant director.

INGRID HALLEN, former managing editor of "This Month" magazine, has been appointed assistant to the producer of "Author Meets the Critics," which moves from WHN New York to WQXR New York this week.

AL MAFFIE, formerly at WMUR Manchester, N. H., has been added to the WFEA Manchester announcing staff, replacing **BILL HAYES**, who resigned to join the Boston Braves baseball team

(*Continued on page 62*)

MATINEE IDOL!

The noon-to-6 P.M. Hooper listening index for March, 1946 makes KQV the No. 2 afternoon station in Pittsburgh! Here's the story.

Station "A"	KQV	Station "B"	Station "C"	Station "D"
29.2	22.7	15.9	22.0	9.5

(Basic Mutual—1410 KC—1000 W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

An All-Time Favorite

THIS IS NO LAUGHING MATTER

Published by
MARTIN BLOCK PUBLISHING CO., Inc.

• • •

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

EASY TO SET UP
FAST TO GET GOING

Raytheon's
REMOTE AMPLIFIERS
1-Channel and 3-Channel

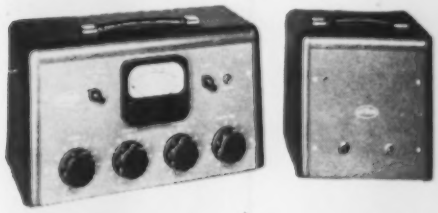
These Remote Amplifiers by Raytheon get a program "on the air" in a hurry. Operators prefer them because they are light weight and easy to carry, easy to set up, simple to operate and ruggedly dependable.

Strikingly beautiful steel cabinets with sloping front panels, finished in durable two tone tan baked enamel. You will be proud to have them represent your station at remote pick-ups. Remember, more people see your remote equipment than your studio—and value your station accordingly.

Both models have the same electrical characteristics and *equal or exceed all FCC requirements for FM transmission.* Distortion is less than 1½% from 50 to 200 cycles and less than 1% from 200 to 15,000 cycles. Noise level of 60 DB or better. Frequency response 30 to 15,000 cycles. High overall gain of 86 DB permits use with high fidelity microphones. Finest quality Weston VU Meters with 4-in. illuminated dials are the same as those used in high fidelity studio equipment. This permits the remote operator to properly "ride the gain" at the source and all standard studio meters of network stations will show identical readings. We can deliver immediately. *WRITE TODAY* for information and prices.

Devoted to Research and Manufacture for the Broadcasting Industry

The three channel model is furnished with two matching airplane type luggage carrying cases. Extra compartment in power supply case for microphone, extension cable and other accessories. Total weight, including cases, only 54 lbs.



Handsomely styled and ruggedly built for long hard service. Sloping front panels combine maximum visibility of controls with ease of operation. Strong steel-core handles snap flat when not in use.

The one channel model is entirely self contained with built-in power supply. Furnished either with or without 4" Weston VU Meter. Not supplied with a carrying case. Weighs only 20 lbs.

Entire chassis of both amplifiers and power supply instantly slides out of cabinets by merely turning four air lock screws on front panels. Provides complete accessibility to all components and wiring for emergency servicing. Supplied with either Cannon or Hubbell plugs.

RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division

7517 No. Clark Street, Chicago 26, Illinois

RAYTHEON

Excellence in Electronics

PRODUCTION

(*Continued from page 60*)

as a scout. **PERRY ANASTOS**, discharged from the Army, is another addition to WFEA anouncing staff.

BOB ROHLFING, released from the armed forces after 3½ years of service, has been added to the continuity department of KSL Salt Lake City.

BOB STANLEY has been added to the announcing staff of KFOX Long Beach, Calif., succeeding **DICK CRAWFORD**, resigned.

LEE PARKER, formerly with WPTF Raleigh, has been added to announcing staff of WGTM Wilson, N. C.

LAURA GAUDET, concert artist at WTIC Hartford, Conn., is to participate in the Twelfth Annual National Folk Festival to be held in Cleveland May 22-25. She will present a recital of Acadian folksongs May 23 in the Music Hall of the Cleveland Public Auditorium.

MARGARET THOMAS, director of the "Radio Bazaar" on WTIC Hartford, Conn., May 18 was chairman of a statewide conference in New Haven, held under auspices of the Connecticut Advisory Committee for Women Veterans and the State Department of Education.

NAOMI BEACH, freelance producer and director, has joined WNOX Knoxville, Tenn., as women's interest director and supervisor of station's religious programs.

WILLIAM PANNELL, out of the Army, returns to WHBF Rock Island, Ill., as announcer. **JOHN O'DONNELL**, formerly with WOC Davenport, Iowa, and who served with Adjutant General Dept. of General Eisenhower's Headquarters, Paris, is new addition to WHBF announcing staff.

TED COTT, director of programs and operations at WNEW New York, is author of "How to Audition for Radio," a handbook for beginning radio actors published last week by Greenberg Publishers, New York ($3.50).

PAUL J. KEENAN, former AAF pilot and flight instructor, has been added to the script writing staff of WJR Detroit.

WALT MURPHY has resigned as production manager of WINN Louisville to accept a Government assignment.

DAN RAINGER, freelance writer and producer before Army service, has been added to the production staff of KDYL Salt Lake City.

GORDON HAWKINS, educational director and program supervisor of Westinghouse Radio Stations, has been reelected to the board of trustees of the Junior Town Meeting League of America. Term is for two years.

JAMES K. WHITAKER III, former WWVA Wheeling, W. Va., announcer, has returned to the station as director of public interest programs after more than three years of service in the Army.

MAX MILLER, for six years concertmaster of the Buffalo Philharmonic Orchestra, has been appointed musical director of WBEN Buffalo, effective May 20. He will take over three-weekly "International House Party" program, and "Your Host Is Buffalo" series which WBEN originates for NBC on Saturday afternoons. **DOROTHY ALT**, singing hostess of the "International House Party" series, has resigned and May 20 starts on "Canadian Cavalcade" program of the CBC, originated by CBL Toronto.

W. (Doc) LINDSAY, released from the Canadian Army, has joined the program staff of CKEY Toronto. He was formerly with CKCR Kitchener and CJCS Stratford, Ont., program director of CJKL Kirkland Lake, Ont., and with Metropolitan Broadcasting Co., Toronto.

DES KEARNEY, formerly with CJFX Antigonish and CJLS Yarmouth, N. S., has joined the announcing staff of CKSF Cornwall, Ont.

ALAN CAULEY, formerly of CKSF Cornwall and CHEX Peterborough, Ont., has joined the announcing staff of CJAD Montreal.

ALLAN MACNAB, staff pianist and continuity writer at CKNW New Westminster, B. C., has been appointed production manager of that station.

Cement Casualty

DURING his May 9 record program on WPEN Philadelphia, Announcer Ed Hurst played the "Cement Mixer" number. It turned out to be the overture for succeeding events. Upon leaving the studios within the hour, he was felled by a slab of plaster dropping from an upper floor of a downtown skyscraper. Taken to Jefferson Hospital, Announcer Hurst had several stitches taken in his head to close the wound.

RMA URGES WAGNER FOR PRICE RELIEF

IMMEDIATE decontrol of radio receivers and parts, or revision of OPA regulations to take into account legitimate production costs, was urged in statements sent last week by Radio Manufacturers Assn. to Chairman Wagner (D.-N. Y.) of the Senate Banking & Currency Committee.

R. C. Cosgrove, RMA president and chairman of its OPA Radio Set Manufacturers Industry Advisory Committee, said heavy production a few months after lifting of controls would create a competitive situation permitting substantial reduction in cost of receivers. The OPA program, he said, encourages low volume and black markets. He advocated placing of parts and sets under one division in OPA, and stated either complete decontrol or a less rigid policy, permitting recovery of costs to suppliers and product manufacturers is necessary.

M. F. Balcolm, chairman of the RMA Tube Division, said removal of controls from tube manufacturers would bring no greater increase in prices than the industry would be able to justify to OPA. He said the tube industry is highly competitive.

R. C. Sprague, chairman of the RMA Parts Division, recommended that any new act extending price control exclude mass production manufacturers. If the act is extended, he suggested, OPA should be required to include legitimate cost increases.

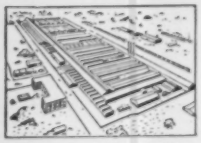
Staff Announced

COMPOSED of all veterans, staff of WNCA Asheville, N. C., has been announced by C. Frederic Rabell, general manager of the new local station owned by Community Broadcasting Co. Robert M. Lambe has been appointed advertising director; L. R. Amos, program director; Joseph C. Duncan, chief engineer; William Ward, traffic manager; Carl Greene Jr., announcer and salesman; John Randolph, first engineer; Edmond D. Jackson, second engineer. Station was authorized in early January [BROADCASTING, Jan. 7] and began operation May 16.

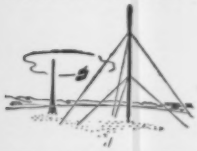
Profit Share Announced

CHARLES E. WILSON, president of General Electric Co., has announced that $4,434,778 is available for distribution for 1945 under firm's general profit sharing plan. Distribution begins in June to about 130,000 eligible employes.

• Truscon engineers will help you select proper types and heights of towers for optimum efficiency.



• Truscon engineers have behind them over forty years of experience in the development and fabrication of steel products.



• Truscon engineers have designed towers to meet each advance in radio broadcast technique.

CALL IN TRUSCON ENGINEERS during the early stages of your plans for antenna installations. Their experience assures satisfactory, trouble free operation today—tomorrow—and during the years to come.

1946 is the year of decision and transition. Truscon can help toward the correct antenna decision—toward orderly and efficient transition to the newest in radio.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY

YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

Portable TRANSCRIPTION PLAYBACK

★ *IMMEDIATE DELIVERY*

★ *EXPRESS PREPAID*

Many thousands of Portelecs are in daily use throughout the world. Simple to operate—check these specifications.

AMPLIFIER: 5-tube, 12-watt undistorted output. Tone and volume control. Microphone input jack with microphone volume control for P. A. system using high impedance microphone.

SPEAKER: 12" permanent magnet heavy duty, built into removable top with 15 feet of speaker cord.

MOTOR: Professional dual speed rim drive—110-120-volt AC 60-cycle, plays electrical transcriptions up to 17¼" in diameter at 33⅓ r.p.m.—phonograph records at 78 r.p.m.—additional spindle for 50-cycle operation 2.50 extra.

PICKUP: True tangent featherweight needle pressure—wide range sealed in crystal in non-resonant housing.

CASE: Sturdy plywood with black leatherette covering with plated hardware. 12½"x13½"x20"—weight, 39 pounds.

CAPACITY: Serve audiences up to 500 under normal acoustic conditions. Extra speaker jack provides instant means of using two speakers.

Portelec

Send check, money order or purchase order. Open account shipments will be made to all firms satisfactorily rated.

Model 40M

$139.83 *Less Microphone*

Includes Federal Excise Tax

Immediate Shipments While Present Production Is Maintained

PACIFIC SOUND EQUIPMENT CORPORATION

130 N. BEAUDRY AVENUE • LOS ANGELES 12, CALIF.

A major advancement in the recording blank field . . .

10 Year GUARANTEE

GOULD-MOODY "Black Seal" ALUMINUM RECORDING BLANKS

. . . at no increase in price!

After prolonged research and experimentation, we have introduced technological improvements into "Black Seal" blanks that not only increase life span, but materially enhance the other finer characteristics of these blanks. And so positive are we of the worth of these perfected "Black Seals" that we're offering them to you on an unconditional ten-year guarantee basis.

You can't afford to be a recording isolationist . . .

"Black Seal" blanks will not rip up, disintegrate or powder after the first playing if kept in storage for any long period of time. You are in no danger of losing valuable recordings in what, up until now, you have considered your safe library of recording blanks. No matter how well you may be satisfied with your present blanks, you can't afford to be a recording isolationist. Try "Black Seals"—if, for any reason whatsoever, you aren't satisfied, return them at our expense.

THE GOULD-MOODY CO.
Recording Blank Division
395 BROADWAY NEW YORK 13, N. Y.

AGENCIES

CHARLES W. ISBELL, released from Chemical Warfare Service as lieutenant after three years of service, has become member of Advertising Inc., new Washington agency [BROADCASTING, Feb. 4]. Also new member of firm is KING PEDLAR, previously AAF lieutenant and son of COL. LOUIS C. PEDLAR, former president of Pedlar & Ryan, New York. Colonel Pedlar will act as consultant to Advertising Inc.

MARTIN L. GARVEY, ex-lieutenant and former Army pilot, has been appointed account executive of agency.

JUSTIN FUNKHOUSER & Assoc., Baltimore, has been incorporated under Maryland laws.

MAXEY NEAL MORRISON, former director of information for the War Production Board and the Civilian Production Administration, has been appointed special assistant to AL PAUL LEFTON, president of Al Paul Lefton Co., Philadelphia. Before entering public relations field Mr. Morrison was an editorial writer on the Philadelphia Evening Public Ledger and the Philadelphia Inquirer.

Mr. Morrison

CHARLES J. LINDSAY, former assistant executive secretary of the American Association of Advertising Agencies, New York, has been appointed supervisor of the New York office of Leon Livingston Adv. Agency moves its New York office May 20 from 155 E. 44th St. to 37 Wall St.

EDWIN W. EBEL, head of the merchandising division of Pedlar & Ryan, New York, has received the Legion of Merit in recognition of his service as a major in the Quartermaster Corps during which he "set up policies and procedures which greatly contributed to the smooth flow of subsistence to our armed forces."

MALCOLM Adv., Newark, N. J., which suspended during the war, has reopened offices at 127 University Place. HARRY E. MALCOLM, head of the firm formerly located at 120 W. 42d St., who entered the service in early 1943 along with approximately 80% of the company's personnel, has returned to resume operations.

JOHN HALPERN, discharged from Navy and previously with Office of Inter-American Affairs, joins radio department of Erwin, Wasey & Co., New York.

WILLIAM J. McKENNA, former copywriter with Sherman K. Ellis & Co. and prior to that with McCann-Erickson, has joined the copy department of Geyer, Cornell & Newell, New York.

ALBERT SKOLNIK, returned from overseas, has rejoined the media department of Pedlar & Ryan, New York, after an absence of two years.

RAYMOND A. WALSH has rejoined Fuller & Smith & Ross, New York, as a member of the creative staff, after 2½ years in the Pacific with the Army Signal Corps.

LYNN BAKER, released from the Army as a lieutenant colonel and who at one time headed his own advertising agency, and ARTHUR N. HOSKING Jr., former general sales manager of Revlon Products Corp., have formed a new advertising agency, Baker & Hosking Inc., at 2 W. 56th St., New York. FRANK JOHN WILSON, former Army public relations officer, has joined agency.

WILLIAM A. NICOSIA has been appointed production manager of Arrow Adv., New York. He is Army veteran.

MADELINE RYAN has joined Julius J. Rowen Co., New York, as account executive.

GEORGE LOUIS, formerly in the media department of Weiss and Geller, New York, has been appointed assistant media director of S. R. Leon Adv., New York.

SALOW & REIDL, with offices at 700 Main Ave., Passaic, N. J., has been formed by H. HARVEY SALOW, formerly with the American Red Cross, and GEORGE REIDL, previously with the armed forces. Mr. Salow was head of his own agency before the war. Company is placing spot announcements on WPAT Paterson and WHOM Jersey City for Victor's Jewelry Store, Passaic.

DUNCAN McGREGOR Jr. after service in the armed forces and formerly in the advertising department of Lord & Taylor Co., New York (department store), has joined the creative staff of Fuller & Smith & Ross, New York.

IRVING WEISFELD, former production manager of The Chernow Co., New York, has been appointed general manager of the agency.

DAVID HAYES, released from the Army, has returned to Export Adv., New York, as production chief. STANLEY MURTON, for three and a half years serving with the Navy, has joined the agency as assistant production manager.

MARK PARNALL has been named account executive and production manager of Hannah Adv., San Francisco. JOHN NUTTER has been appointed account executive and news bureau director. Other additions to staff include WARREN SHAW CARTER Jr., in charge of radio production, and JUNE McGEE, copywriter.

ARTHUR BELLAIRE, radio copywriter with BBDO New York, and Ruth Adele Bryan have announced their engagement.

CLEVELAND LANE, released from the Army, has joined Geare-Marston, New York, as account executive.

ANTON OLIVER, former executive assistant to the president, McGraw-Hill Publishing Co., has joined Rickard & Co., New York.

FRED SCHACTER after service with the armed forces has returned to the executive staff of Morton Freund Adv., New York.

PAUL TERRY, former radio director and copy chief of Dana Jones Co., Los Angeles, has been made western division copy chief of Potts-Turnbull Co., that city.

HUBBELL ROBINSON Jr., vice president in charge of radio for Foote, Cone & Belding, New York, and STU DAWSON, Chicago radio manager of agency, are in Hollywood to confer with executives of firm on summer replacements and fall program plans.

MARY ELLEN RYAN, West Coast publicity director of former Associated Broadcasting System, has joined Harry J. Wendland Adv., Los Angeles, as copy writer and coordinator of public relations.

RAY CORMIER has joined Allied Advertising Agencies, Los Angeles, as copywriter.

JOE STAUFFER, program director of N. W. Ayer & Son, New York, is in Hollywood conferring with HERBERT SANFORD, manager-producer, on summer programming and fall production plans.

ED HELWICK, writer of J. Walter Thompson Co., Hollywood, on CBS "Bob Crosby Show," and Theresa Dobbin are to be married May 22 in Edmonton, Canada.

TOM LEWIS, vice president in charge of radio for Young & Rubicam, Hollywood, has cancelled New York trip following postponement of home office discussions on fall program plans.

WELLS W. SPENCE, former advertising director of the Centaur Co. Division of Sterling Drug Inc., New York, has joined Hanley, Hicks & Montgomery, New York, as a member of the plans board.

TAKING over presidency of The Advertising Club of Washington, D. C., for new year, Henry J. Kaufman (r) of Henry J. Kaufman & Assoc., Washington, receives congratulations of Matt Meyer, advertising manager of the Washington Daily News and retiring president of the club.

Hoover Reports

HERBERT HOOVER, chairman of the President's Famine Emergency Relief Committee, May 17 was heard on MBS and CBS 10-10:30 p. m. with ABC broadcasting a recording of the speech the same night, 12-12:30 a. m., when he reported on food conditions as observed on his world tour, in an address before a "famine" rally at the Hotel Sherman, Chicago.

Food Restriction

TOM LEWIS, vice president in charge of radio for Young & Rubicam, has ordered all directors and producers to eliminate all stunts requiring the use of food during broadcasts until current famine conditions are over. "A pie in the face wouldn't look so funny to somebody who'd like to have one to eat," emphasized Mr. Lewis.

Racial Tolerance Programs Win Citations for Networks

THE WOMEN'S National Radio Committee presented its annual awards to four programs on each of the major networks at its 15th anniversary luncheon held at the Hotel Biltmore in New York on May 15.

The four programs awarded equal citations in recognition of promoting racial tolerance, international understanding, and an intelligent grasp of the social problems of the day, were:

America's Town Meeting of the Air, sustaining program on ABC; *FBI in Peace and War*, sponsored by Procter & Gamble on CBS; *Cavalcade of America*, sponsored by E. I. du Pont de Nemours & Co. on NBC; and the *American Forum of the Air*, a sustaining program on Mutual.

Honorable Mentions

The committee also gave honorable mention to the following programs: *People's Platform* and *The World Today*, sustaining programs on CBS; *Theatre Guild of the Air* sponsored by U. S. Steel on ABC; Orson Welles, sustaining on ABC; *One Woman's Viewpoint* with Liza Sergio on ABC, sponsored by Botany Mills but off the air now; *University of Chicago Round Table* and *Eternal Light*, sustaining programs on NBC; *World's Most Honored Flights* and Frank Kingdon's Sunday commentaries on WOR New York sustaining; *New York Times Forum* on WQXR New York and *Halls of Congress* on WMCA New York. Mary Margaret McBride, NBC, also received an honorable mention.

In announcing the awards which are based on a nationwide poll of individual women's organizations, Mme. Yolanda Mero-Iron, founder and chairman of the Women's National Radio Committee, said that the committee had narrowed its poll this year to programs promoting racial tolerance and international understanding, believing that in this way it could both emphasize its conviction as to the social responsibility of radio and express appreciation for the way in which the networks were meeting this challenge.

Mme. Iron told the luncheon guests that the Women's Radio Committee always stood and still stands for a free press and free radio, and that it has worked hard to prevent government interference in broadcasting. "But unless worthless sketches, stupid soap operas, bad crooning and moronic jokes disappear from the air waves, I am afraid one day the government will take over," she warned. "We have prided ourselves in America on having the finest radio broadcasting in the world. This is entirely true technically and in many other phases of radio, such as reporting, news analysis and comments on world affairs. Why can we not meet the same standards in programs of the lighter order?"

NEBRASKAN CLINIC STUDIES NEWS VALUE

EXPLOITATION of local news offers an important audience and revenue draw for small market stations, the NAB Nebraska News Clinic was told May 11 in a paper prepared by Lester L. Hilliard, KGKY Scottsbluff. His paper was read by Arthur C. Stringer, NAB director of promotion, who is conducting NAB news clinics.

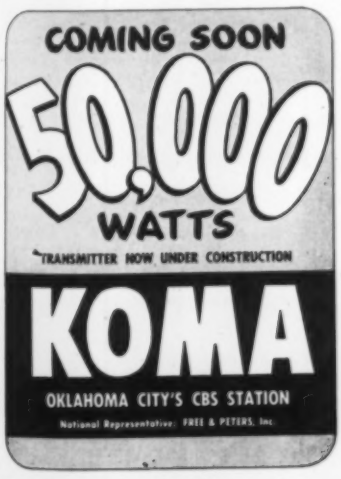
After eight years of experience with a local news program KGKY finds it still is the station's most popular feature, according to Mr. Hilliard. Two sponsors alternate. The rate has been raised twice. The program features court house, police court, hospital, C. of C., county agent, city council and similar news, opening with the weather and following with the most popular story of the day.

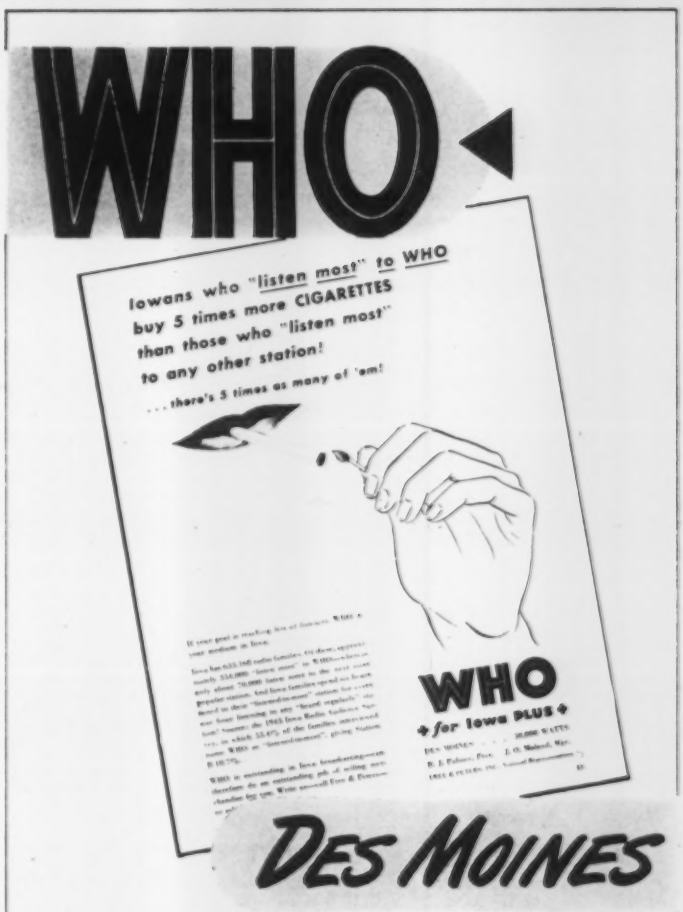
Only One Libel Complaint

Though drunkenness and drunk driver stories are used, and few items ever withheld, there has been only one libel complaint, Mr. Hilliard stated. This complaint was handled by a retraction.

Clinic chairman, John Alexander, KODY North Platte, named William O. Wiseman, WOW Omaha, and Art Thomas, WJAG Norfolk, as a committee to work with journalism students at U. of Nebraska.

Among talks delivered were these: "Radio News Writing and Re-Writing," Soren Munkhof, WOW; "A Farm News Formula for Radio," Earl Williams, KFAB Lincoln; "The Training of Radio Newsmen at the U. of Nebraska," Prof. William Hice; "Freedom of Radio News," Rev. R. C. Williams, Creighton U.; "A Desirable Balance Between New Stories," Virgil Sharpe, KOIL Omaha; "Mechanical Devices for Augmenting News Coverage and Presentation," Bill Ray, NBC Chicago.

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buy 5 times more CIGARETTES
than those who "listen most"
to any other station!
. . . there's 5 times as many of 'em!
WHO
for Iowa PLUS
DES MOINES

USES THE PRINTERS' INK NETWORK TO REACH ADVERTISERS AND AGENCIES WHO INFLUENCE THE BUYING OF RADIO TIME

78 other stations, networks and station representatives also use the P. I. network to send their messages to the largest audience of buyers of advertising.

Printers' Ink

TECHNICAL

JOHN L. BOOR, for four years overseas in the RAF, the U. S. Merchant Marine and the U. S. Army, has been appointed chief engineer of KGVO Missoula, Mont. In various phases of commercial radio since 1937, Mr. Boor for two years had been chief engineer and technical supervisor of AFN in Europe.

JOHN MOORE, engineer at KFOX Long Beach, Calif., is the father of a boy, John Grant.

CHARLES HALL, CLARK SHULER and ALBERT SIMS, released from the armed forces, have joined the WCSC Charleston, S. C., engineering department.

EMERSON RADIO & PHONOGRAPH Corp. has received the Naval Ordnance Development Award for its contribution to the radio proximity fuse research development program.

ROBERT B. ALBRIGHT has been named principal engineer of Bendix Radio Division of Bendix Aviation Corp., Baltimore, in charge of laboratory operations concerned with electrical design of broadcast receivers. He will assist **D. C. HIERATH**, acting chief engineer of radio and television.

DR. LEE DeFOREST, radio pioneer now 73 years old, has returned from Los Angeles to Chicago where more than 40 years ago he developed the Audion tube, to become director of the veterans' training program at American Television Labs. Dr. DeForest stated that within two years several hundred thousand television sets will be marketed. He favors a general introduction of black and white video pending further development of full color images.

Dr. DeForest

RODNEY D. CHIPP, after service as a lieutenant commander in the Navy, has joined the general engineering department of ABC as a radio facilities engineer responsible for audio frequency and transmitter facilities for television, FM, standard broadcasting and allied services. A senior member of the IRE, Mr. Chipp was with NBC before entering the Navy.

HENRY C. SHEVE after service with the Navy as commander has been appointed staff engineer of the Stromberg-Carlson Co., Rochester. Joining Stromberg-Carlson in 1925 as radio engineer, Mr. Sheve was later placed in charge of the physical testing laboratory and was granted a leave of absence two months before Pearl Harbor to enter the Navy.

DON P. CAVERLY, commercial engineer for Sylvania Electric Products, New York, and author of "A Primer of Electronics," May 14 spoke on electronics at the meeting of the Detroit Section of the American Institute of Engineers. In addition to explaining the nature of electrons and how they are put to work in electron tubes, Mr. Caverly demonstrated cathode ray tubes which are used to produce the television image. Meeting was sponsored by the Michigan Section of the Illuminating Engineering Society.

E. C. NOBLES, Westinghouse radar expert who conceived Stratovision, new system of airborne television and FM radio transmission, May 22 will explain the system before a luncheon meeting of the Radio Executives Club at the Hotel Roosevelt, New York. Other speakers include **WALTER EVANS**, vice president in charge of all Westinghouse radio activities, who will introduce Mr. Nobles and **WILLEM D. VAN ZELM**, chief of new design for the Glenn L. Martin Co., who will explain aviation aspects of the development.

RUDOLPH ISENBERG, transmitter supervisor at KXOK St. Louis, has been appointed studio supervisor. **AL GODRON**, acting transmitter supervisor while Mr. Isenberg was in Army Signal Corps, becomes supervisor.

COMMERCIAL

OLIN E. BRAGG, formerly with KTOK Oklahoma City and previously with Southwestern Bell Telephone Co. of Oklahoma for 10 years, has been appointed assistant to **CLYDE MELVILLE**, manager of the Dallas office of Taylor-Howe-Snowden Radio Sales.

SANGSTON HETTLER, radio timebuyer with H. W. Kastor & Sons, Chicago, resigns to join the Chicago office of WOR New York as account executive, replacing **BOB WHITE**, now with Mutual as salesman.

CLAIR CHAMBERS has been appointed commercial manager of CKCW Moncton, N. B. A former CKCW staff member, he went to CKSO Sudbury, Ont., in 1943, and in 1944 as manager of CJKL Kirkland Lake, Ont. Last year he was transferred to National Broadcast Sales, Toronto, station representative.

MARK CRANDALL, sales manager of KFEL Denver, is the father of a girl.

RALPH THORNLEY, released as a captain in the AAF, has returned to the WCSC Charleston, S. C., sales department.

HARVEY STRUTHERS, released from the Navy as a lieutenant, has rejoined the WCCO Minneapolis sales department. Other Navy veterans who have returned to the station sales staff are: **TOM DAWSON**, manager, and **BOB SMITH**.

OLIVIA HODDAP has been appointed traffic director of WINN Louisville.

M. S. McCLARAN, auditor of KXEL Waterloo, is acting as general chairman of the Northwestern Iowa Band Jubilee to be held in Waterloo May 25. Bands from over 50 high schools have been invited by the Iowa Bandmasters Assn. to participate. Sponsor is Waterloo Junior Chamber of Commerce.

FRANK KRONE, new to radio, has been added to the sales department of WHBF Rock Island, Ill. During the war Mr. Krone was with Counter Intelligence Corps.

LENORE SANDERS, formerly with Pan American Broadcasting Co., has joined the executive staff of Clark-Wandless Co., New York.

GARY LINN, traffic supervisor at KYW Philadelphia, has received a letter of commendation and ribbons from Fleet Admiral Nimitz in recognition of his services on Guam.

DICKENS WRIGHT, former ABC account executive, has joined CBS Radio Sales division, New York, as an account executive.

J. LESLIE MEEK, formerly with George P. Hollingberry Co., station representative, and with the American Red Cross during war years, has joined Howard H. Wilson Co. as manager of newly established San Francisco office at 681 Market St. Telephone is Douglas 4475.

WILLIAM H. PARKER, account executive, CBS Chicago Radio Sales, has resigned effective June 1 to live in California.

CASE LEAVING POST AT CBS WASHINGTON

FOX CASE, for the past year assistant director of the Washington division of CBS and a veteran of 11 years with the network, last week announced his resignation to return to Los Angeles because of family obligations.

Mr. Case

Mr. Case's mother, a resident of Englewood, a Los Angeles suburb, suffered a stroke a fortnight ago. In submitting his resignation to Earl H. Gammons, Washington director, Mr. Case declared that family affairs made incumbent his prompt return home. He is expected to leave about June 1.

Prior to joining the Washington office under Mr. Gammons, Mr. Case had served as director of public relations, which included news, special events and business administration under D. W. Thornburgh, West Coast vice president.

Mr. Gammons said last week that such of Mr. Case's duties as pertained to news and special events would be assumed by Eric Sevareid, news director in Washington. Other administrative duties will be delegated, with the possible addition of an attorney to the Washington staff.

Anderson Praises

SECRETARY OF AGRICULTURE Clinton P. Anderson has expressed his personal gratification for the nationwide interest aroused by the "Gang Up on Garbage" campaign, currently on Mutual's underseas fantasy program, *Land of the Lost*. More than 51,000 replies from youthful listeners containing suggestions on food conservation in competition for a list of prizes headed by a "real barrel of real money," have been received by the network. Secretary Anderson extended to Isabel Manning Hewson, writer and producer of the program and to MBS his "personal thanks for efforts being made by club members of the land of the lost clubs in getting their parents and neighbors to "gang up on garbage," conserve food, and stop waste.

ROCK-A-BYE PRODUCTS, Toronto (baby pharmaceuticals), has appointed Locke, Johnson & Co., Toronto, to handle advertising.

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Exact Measurements - at any time
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High Power Tube Specialists Exclusively

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Supervision of constructing AM & FM Stations. Field measurements.
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Washington, D.C. Res.—Alex. 6957

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Consultant,
Broadcast Station Operations
Preparation and breakdown of program matters pertaining to AM-FM applications, estimates of station costs, annual operating expenses and income.
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Boston 16, Mass.

Grether Radio Engineering Co.
115 RODGERS AVENUE
NORFOLK 2, VIRGINIA
Phone Norfolk 24408
Julius L. Grether — William P. Grether
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LABS: GREAT NOTCH, N. J.
Phone: LITTLE FALLS 4-1000

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Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• International Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

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Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

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Telephone NAtional 7757

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1469 Church St., N. W., Washington 5, D. C.
Decatur 1234

CONSULTING RADIO ENGINEER
JOHN J. KEEL
EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

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Washington 6, D. C.

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Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

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AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

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1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

GOMER L. DAVIES
Consulting Radio Engineer
P. O. Box 71 Warfield 9089
College Park, Md.

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEERS
1730 Connecticut Ave., N. W.
Washington, D. C. ADams 3711

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

Universal Research Laboratories
ROYAL V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
Radio Engineering Consultants

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEER
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

Colton & Foss, Inc.
Electronic Consultants
• *WASHINGTON, D. C.* •
927 15th Street NW, REpublic 3883

John Creutz
Consulting Radio Engineer
328 Bond Bldg. REpublic 2151
Washington, D. C.

Broadcast — Allocation & Field Service
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CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

WILLIAM E. BENNS
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Radio Engineers
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830 Gregg St. Phone 7342

H. V. Anderson
AND ASSOCIATES
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715 American Bank Bldg. Tel. RAymond 0111
New Orleans 12, Louisiana

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
811 N. SYCAMORE ST.
PALESTINE, TEXAS
PHONE—2-6166

F A
M M
NATHAN WILLIAMS
Allocation & Field
Engineering
Phi Blackhawk 22
20 Algoma Blvd.
Oshkosh, Wisc.

SINGLETON AND BARNARD
Consulting Radio Engineers
AM FM Television Marine
2438 S.W. 4th Ave.,
ATwater 4594
PORTLAND 1, OREGON

LAMAR A. NEWCOMB
Consulting Radio Engineer
703 Albee Bldg. REpublic 3931
Washington, D. C.

BROADCAST ENGINEERING SERVICE
CONSULTING RADIO ENGINEERS
FM AM TV
Riggs Natn'l Bank Bldg.
14th & Park Rd.
Washington
D. C.

The Voice of Baltimore
WCAO
WATTS 5000, 600 K.C.
DAY AND NIGHT
COLUMBIA BASIC OUTLET
AMERICA'S 6th CITY
OLDEST STATION IN MARYLAND
PAUL H. RAYMER CO.
National Sales Representative
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

ALLIED ARTS

SIDNEY SPARKS, traffic manager of RCA Communications, New York, has been elected vice president. Previous to his association with RCA Communications Mr. Sparks served as officer in charge of the War Department Signal Center, Washington, D. C., and before that was superintendent and divisions sales manager for the Western Union Telegraph Co., New York.

STEVE CARLIN, script manager of NBC Radio Recording Division, has resigned to join Phillips H. Lord Productions, New York, as program supervisor of "Policewoman," Mon. 10:45-11 a.m. on ABC. **GORDON WEVER**, recently discharged from the Navy, succeeds Mr. Carlin at NBC.

M. M. (Mike) ELLIOTT, discharged from Army as captain in chemical warfare, has been appointed executive head of newly established sales promotion department, Musicraft Records Inc., New York.

PERSONNEL MANAGEMENT Ltd., new talent agency, has been organized at 8582 Sunset Blvd., Hollywood, by a group of service veterans. **JAY FINN** is president.

JOSEPH E. RUDER has been appointed director of purchases by the Detrola Radio Division, International Detrola Corp., Detroit, Mich.

HARVEY TULLO, vice president in charge of purchasing of Zenith Radio Corp., Chicago, has resigned to form his own company in the plastics business.

RICHARD STARK & Co., New York, is offering for sponsorship a quarter-hour program, "The Tremaynes Turn In," starring Les Tremayne and his wife, Alice Rheinhardt. Each episode is complete story.

CHRISTOPHER CROSS, United Nations radio liaison officer, last Thursday addressed the Student's United Nation's Conference in Detroit.

ROGERS MAJESTIC Ltd., Toronto, has been named Canadian distributor for Motorola line of auto radios made by Galvin Manufacturing Co., Chicago.

ROBERT Z. MORRISON has been named manager of the NBC Radio Recording Division, Washington. He succeeds **WARD HUBBARD**, resigned. Formerly with the American Red Cross, Mr. Morrison joined NBC in 1943 as salesman for Radio Recording Division, moving subsequently to San Francisco as manager of the division there.

JAMES R. S. MILLER has returned to the advertising department of the Sparks-Withington Co., Jackson, Mich. For 31 months he has been stationed in Hawaii with the Army.

STANLEY D. REES, technician at KSL Salt Lake City for nine years, has resigned to become manager of Recording Arts Inc., new local recording firm.

STACY MAY, former company economist and assistant to the president of the McGraw - Hill Publishing Co., New York, has been appointed director of economics and research of the RCA International Division, New York. Previous to his association with McGraw-Hill, Mr. May was director of the Bureau of Planning and Statistics for the National Defense Advisory Council, which later became the War Production Board. He remained with WPB until 1944, meanwhile acting as special representative in England for the Secretary of War on the project of combining U. S. and British military requirements.

Mr. May

DR. JOSE FORNS, secretary of the Spanish performing rights society, SGAE, arrived from Madrid by plane May 14 for a visit to the United States as the guest of ASCAP.

LESLIE BOOSEY, president, Performing Right Society Ltd. of Great Britain and of the Confederation of Authors Societies, is to arrive soon in this country to attend as an observer the Copyright Conference to be held in Washington starting June 1 under the auspices of the Pan-American Union. He also will attend a stockholders and directors meeting of the Composers, Authors and Publishers Association of Canada in Toronto before returning to England.

DR. FRANCIS GODWIN, director of Inter-American Research Service, New York, has left on an extensive Latin American trip to organize three consumer studies in Brazil and Argentina.

DIXON GAYER Publicity, New York, has moved to larger quarters at 1551-1553 Broadway, New York. Firm formerly was located at 521 Fifth Ave.

GORDON CONOVER, former account executive at Willard B. Golovin Co., New York, and before that in the traffic department of Young & Rubicam, New York, has joined Mike Goldgar Co., New York, as vice president.

NOEL FREDERICK, formerly an executive of Frederick Bros., Hollywood talent agency, has established his own artists service at 8066 Beverly Blvd.

JOSEPH M. SEIFORTH, for four years audience promotion manager of WJZ New York, has resigned to become vice president and general manager of Noteworthy Music Inc., BMI affiliate. New firm will exploit music written by new American composers. Location is 521 Fifth Ave., New York.

PETER GOLD, formerly of NBC and during war an AFRS radio producer, has joined Sam Kerner Agency, Hollywood talent service and program packager. He replaces **LEE LEFCOURT** who resigned to open his own office.

FRANK COOPER, manager of Alan Young, comedian, is in New York for two weeks conferring with executives of Bristol-Meyers Co. and Doherty, Clifford & Shenfield, agency servicing drug firm account, on fall renewal plans of ABC "Alan Young Show."

MARGARET ETTINGER & Co., Hollywood, publicity and public relations organization, has opened a New York office at 70 E. 45th St. with **JO MALLETT** as office manager.

VICTOR QUAN, released from the Army as major, has returned to production staff of C. P. MacGregor Co., Hollywood transcription producer.

STANLEY & KRAMER Agency, Hollywood talent service and program packager, has established offices at 6047 Hollywood Blvd. Telephone is Hempstead 4853. **TED MAXWELL**, one time NBC San Francisco and Hollywood writer-producer, is an associate of firm headed by **J. CLINTON STANLEY** and **STANTON KRAMER**.

MONTHLY MAGAZINE for agency media buyers, "Media Forum," will begin publication in July. Charles H. Gennrich, publisher, said magazine will be primarily a "feature article" affair.

When you buy CBS in California
-be sure you get
KERN
Bakersfield, California—
the heart of a naturally rich region

Kern is US County No. 1 in oil production—KERN is radio station No. 1 in Kern County. In this prosperous region 6,500 wells annually produce over 92,000,000 barrels of oil and KERN is the station that sells the market where this $98,829,308 oil income is spent.

KERN—Established in 1931
A McClatchy Broadcasting Company
BEELINE STATION.
1000 watts — 1410 kilocycles.
Columbia Broadcasting System.

"GATEWAY TO THE RICH TENNESSEE VALLEY"
50,000 WATTS
CBS
WLAC
NASHVILLE
REPRESENTED BY PAUL H. RAYMER CO

Video Tower Bill Opposed by Grant

Engineers, Citizens Testify At Bamberger D. C. Hearings

LEGISLATION designed to forbid erection of television towers in District of Columbia residential areas was opposed last week by Maj. Gen. U. S. Grant 3d, chairman of the National Park & Planning Commission. In a letter to the House District Committee Gen. Grant urged the committee not to approve HR-5867, introduced March 25 by Rep. McMillan (D-S. C.).

Gen. Grant reviewed the history of television tower hearings before the Commission, the Zoning Commission, the District Commission and the Board of Zoning Adjustment at which the tower question was reviewed. He contended the McMillan bill, introduced at the behest of several District residents living near the site of Bamberger Broadcasting Service's proposed video transmitter, would nullify regulations adopted a year ago by the Zoning Commission. He said television towers would be forced into commercial districts, with higher towers required.

Would Develop Site

At a district Committee hearing last Monday three witnesses for Bamberger testified against the bill. After Bamberger counsel, Harry S. Wender, had outlined the two-year series of hearings involving the tower, J. R. Poppele, vice president and chief engineer as well as president of Television Broadcasting Assn., explained why the disputed site at 40th & Brandywine N. W. was selected. He told of the need for a tower high enough to reach most of the Washington area without excessive shadow areas. He told of FCC regulations requiring that sites be as near the center of population as possible.

Eugene S. Thomas, Bamberger sales manager and chairman of the executive committee, explained the need for a high tower that will permit good service. He said the disputed site provided the best signal and least dislocation of adjacent property. He told the Committee Bamberger would develop the site, now an unsightly vacant lot, into a park that would improve the community.

George C. Davis, Bamberger engineering consultant, said the site was the best available. He discussed engineering aspects of tower height and signal strength, referring to the special problem in Washington where the business area is in the bottom of a bowl.

Hart S. Cowperthwait, FCC television engineer, corroborated engineering testimony offered by Messrs. Poppele and Davis. He said the FCC's maximum power for television is 50 kw because of the need of crowding stations into the limited spectrum areas.

Chairman of the D. C. Board of Commissioners, J. Russell Young, said the Commissioners are opposed to the bill. Eric Greenleaf, Chesapeake & Potomac Telephone Co., opposed it on the ground that it would prohibit erection of antennas in residential areas and interfere with radio development plans of the company. Resolution of Television Broadcasters Assn. opposing the bill was introduced.

Lt. Col. Joseph D. Arthur, assistant engineer Commissioner of D. C., testified there was no more danger of a tower falling than of a skyscraper collapsing. James E. Schwab, real estate agent, said television towers would not adversely affect value of adjacent property. Representatives of citizens groups and property owners advocated passage of the bill, emphasizing safety factors and real estate values.

Service Group

FORMATION within the NAB of a committee devoted to public service responsibilities of broadcast licensees was proposed by Howard J. London, radio director, National Foundation for Infantile Paralysis, in a letter to NAB President Justin Miller. (NAB's board of directors at its May 6-9 meeting organized a Program Executive Committee designed to strengthen this function in the association.)

Lightweight Receiver

FEDERAL TELECOMMUNICATION Laboratories, research unit of International Telephone & Telegraph Corp., last week demonstrated a new private airplane radio receiver, weighing but 13 pounds, which is capable of receiving signals of radio navigation aids used by military and commercial aircraft. Demonstration was held at the Westchester County Airport, White Plains, N. Y. before the New York State Aviation Council.

WHBC
JEAN PETERS
It seems like only yesterday that Jean Peters was a regular on WHBC's Children's Little Theater. Today, this Canton, Ohio teen-ager is well on her way to Hollywood stardom, but every trip back home to Canton means a visit to old friends at WHBC.
We look for and encourage talent, believing that local loyalty is held by unusual programming. How well do we succeed in holding our audience? Let us show you the most recent Conlan Survey, excellent proof that good ideas well presented pay off in Canton, Ohio.
Write for the Conlan Survey.
1000 WATTS FULL TIME
whbc
THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!
BASIC STATION MUTUAL NETWORK
Represented by BURN-SMITH Co.

KANS
NBC in WICHITA
KANSAS' No. 1 Market
Represented by
HEADLEY-REED COMPANY
New York : Chicago : Detroit
Atlanta : San Francisco : Los Angeles

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

News

STURGIS (Lee) HEDRICK, former sportscaster at WBEN Buffalo and before that sports writer for the Buffalo Evening News, has been appointed sports director of KXYZ Houston, Tex.

JIM PETERSON, newscaster at KSL Salt Lake City, has won his pilot's license at the Salt Lake Airport.

L. T. (Ben) WALSH, former Infantry lieutenant, has been added to the local news staff of KTRI Sioux City, Iowa. He formerly had been UP writer.

FRANK F. ATWOOD, supervisor of the radio activities of the College of Agriculture and Extension Service, University of Connecticut, for 7½ years, has been appointed farm director of WTIC Hartford, Conn. The university's "Connecticut Farm Forum" Program, aired by WTIC and now also by WICC Bridgeport, continues under direction of Mr. Atwood who is to conduct "Farmer's Digest" on WTIC, Monday through Saturday 6:15-6:55 a.m. Mr. Atwood formerly had been with Hartford Courant for 10 years.

Mr. Atwood

THOMAS B. MORGAN, WOV New York special events director, has left on a trip including stops in Detroit, Chicago and St. Louis, where he will talk to the Cardinals currently back from the Papal Consistory in Rome, to secure information for completion of a book he is writing about Cardinals. Mr. Morgan covered the Papal Consistory several months ago in Rome for WOV.

LOWELL THOMAS, NBC commentator, May 13 received a plaque for his "outstanding contribution to the cause of highway safety" at a banquet given by the American Transit Assn. at the Waldorf-Astoria Hotel, New York. Award was presented to Mr. Thomas during his regular evening broadcast on NBC, 6:45-7 p.m.

DAVID LEEDS, member of WMCA New York news staff, is the father of a girl, Ellen Sidney.

WILLIAM FERGUSON becomes news editor for WCAU Philadelphia succeeding **TED REINHART,** now with Veterans Administration.

WILLIAM B. SEARS has been appointed sports director of WPEN Philadelphia. He formerly had been with KUTA Salt Lake City.

DR. BERTRAM L. HUGHES, news analyst for KXOK St. Louis, May 18 was presented a citation for the "Best in Speech" in St. Louis during 1945 by the Morse School of Expression. This was first citation to be given by school to a radio news analyst, according to station.

DR. FRANK KINGDON, WMCA New York commentator, was elected chairman of the National Citizens Political Action Committee by the national executive board at a meeting in New York May 8. He succeeds Sidney Hillman who resigned in March 1945 and now serves as honorary chairman of NCPAC.

HOWARD K. SMITH, chief of CBS European news staff, May 19 started a new series, "Howard K. Smith From London," CBS, Sun. 1:45-2 p.m., analysing week's international developments as viewed from the British capital.

STAN MONCREIFF, Canadian Navy veteran and formerly with Canadian Press, has joined CKNW Westminster, B. C., as night news editor.

AUSTIN GRANT, newscaster for nine years with WWJ Detroit, has been promoted to farm editor of the station. May 20 he starts new farm service program. His former duties have been assigned to **ED HINKLE,** staff announcer for four years.

Mr. Grant

JACK DIX, out of Army, has been appointed sports, news and special events director of WCBI Columbus, Miss.

CHET LAUCK, who portrays Lum on four-weekly ABC "Lum and Abner" program, May 18 started weekly newscast in character, "News With Lum of Lum and Abner," on ABC western stations. Program is aired Sat. 4-4:05 p.m.

N. Y. RDG Charter

A COMMITTEE of five was appointed last week at a New York Radio Directors Guild meeting to petition the American Federation of Labor's executive board in Washington for an international charter for New York, Chicago and Hollywood guilds. The New York guild currently holds a federal local charter in AFL, but the Hollywood and Chicago guilds are independent. Affiliation of guilds in the three major radio production centers, it was believed would result in a trend toward standardization of bargaining practices and would generally strengthen the directors' organization. The committee was appointed by Edward A. Byron, newly-elected president of the New York Director's Guild. Other officers elected were George Zachery, vice president; Ted Corday, secretary; Frank Papp, treasurer. Council members elected were Earle L. McGill, Lester Vail and Carl Eastman.

Time Changes

CORRECTED time schedule has been announced by MBS for broadcast of the Indianapolis Speedway Classic May 30, sponsored by Perfect Circle Piston Rings Co., Hagerstown, Ind. Descriptions of the 500-mile race by Bill Slater and Norman Perry, MBS sports announcers, will be aired, 11:45-12:05 p.m., 1:15-1:30 p.m., 3:30-3:45 p.m. and 4:15 to conclusion.

The presentation to WJBK of the "Variety" Award in the field of Racial Understanding emphasizes again this station's achievement of the common touch . . . which has made WJBK the best independent buy in the Detroit market.

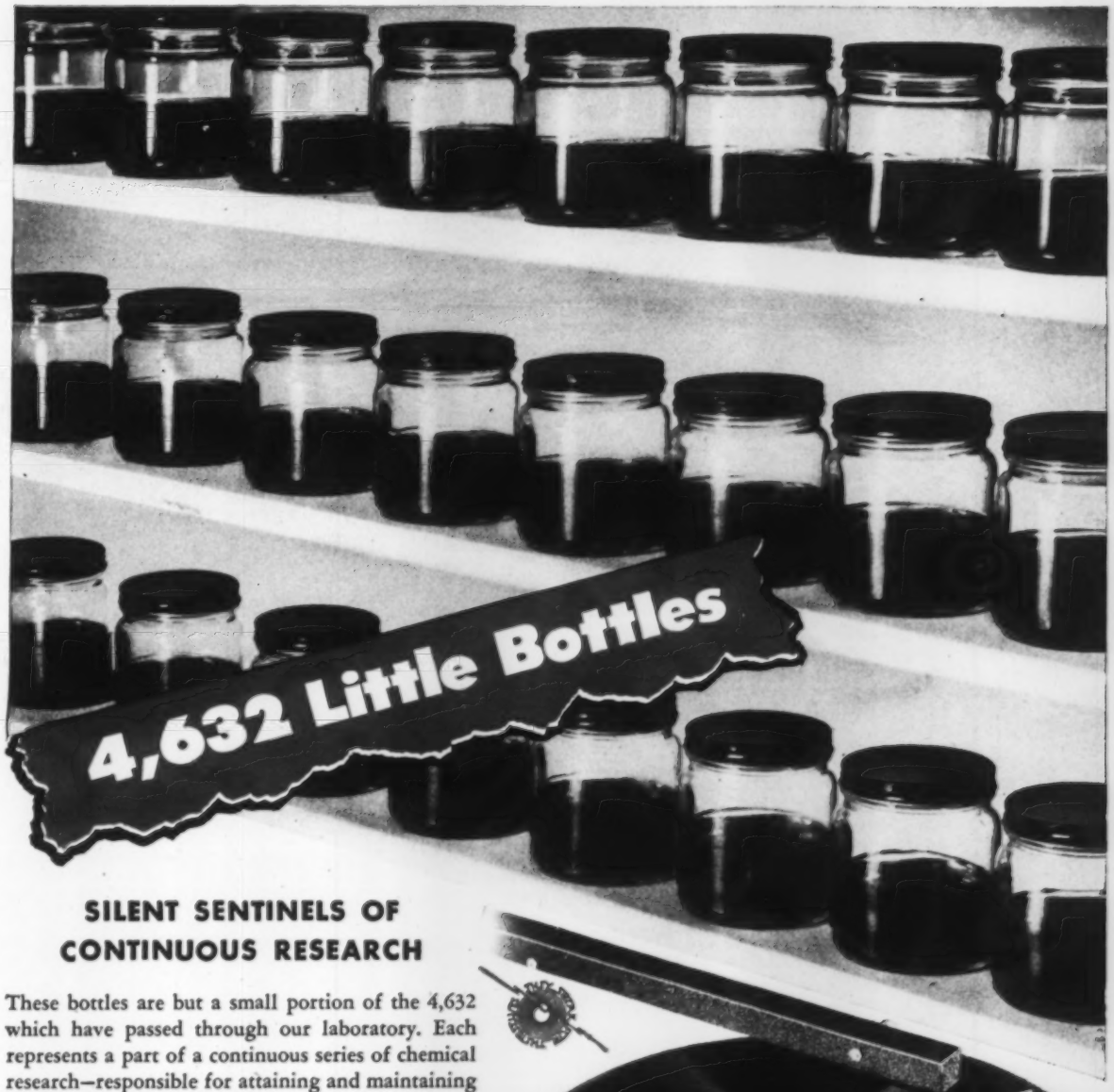
WJBK
JAMES F. HOPKINS, INC.
CURTIS BLDG., DETROIT 2, MICH.
1490 KC - - - 250 WATTS

"TAP TAP" Who's There?

Some smart sponsor tapping the rich Portland Market by means of WGAN.

STATION PORTLAND MAINE

National Sales Representatives: PAUL RAYMER COMPANY



SILENT SENTINELS OF CONTINUOUS RESEARCH

These bottles are but a small portion of the 4,632 which have passed through our laboratory. Each represents a part of a continuous series of chemical research—responsible for attaining and maintaining the quality of Audiodiscs.

★ ★ ★

For the leadership of Audiodiscs is the result of exhaustive experimental work, plus the most exacting quality controls known to the recording industry.

★ ★ ★

Recently, to add still further to our research facilities, we greatly expanded our laboratory. Today, our research engineers are constantly exploring new materials and methods, in order to further improve recording fidelity and broaden the field of sound reproduction.

. . . they speak for themselves

audiodiscs

Audiodiscs are manufactured in the U.S.A. under Exclusive License from La Societé des Vernis Pyrolac—France.

AUDIO DEVICES, INC., 444 Madison Ave., New York 22, N.Y.

ITCHING FOR SALES IN LOUSY HOLLOW (Ky.)?

We wouldn't kid you — Lousy Hollow is in Letcher County, Kentucky, (where you'll also find Stinking Honey Creek). If you're using a BIG radio station, *somebody* there may be hearing your program. But wouldn't it be better to concentrate (at less cost) on WAVE's Louisville Trading Area — where more money is spent than in all the rest of the State, combined? When you use WAVE, you get more *prosperous* people per dollar. That, we suppose, is a fairly accepted formula for radio success — unless maybe you're advertising DDT!

LOUISVILLE'S WAVE

5000 WATTS . . 970 K. C. N.B.C.

FREE & PETERS, INC.
National Representatives

Can't teach you to swim this afternoon, lady. WFPG you know!

52%* more listeners . . .

It's a fact 52%* more people listen to WFPG during the daytime than listen to any other station inside or outside of Atlantic City! More evidence why you should plan now to share in the tremendous amount of business that is heading for what looms as Atlantic City's greatest year.

*Based on a Conlan Survey. Dec. 1945. 16,489 phone calls.

WFPG
ATLANTIC CITY
ABC NETWORK

WSTV WPJA WFPG WENT

PROGRAMS

LITERARY GUILD OF AMERICA, New York, May 20 starts sponsorship of a new weekly program, "Books on Trial," on WHN New York, Mon. 8-8:30 p.m. Featuring Sterling North, literary editor of the New York Post and syndicated columnist, who appears in role of "high magistrate of letters," new program presents public opinion on the latest books. Defendant, the author of a widely discussed book, will face experts, one in his behalf, the other opposing. In addition, show will have a jury of 12 men and women chosen from the studio audience, who after listening to evidence presented, render a verdict of approval or disapproval for the book on trial. Agency is Maxwell Sackheim & Co., New York.

KMO Music Festival

CLIMAXING regular weekly series of "Campus Radio Theatre," KMO Tacoma, Wash., May 21 will present a two-and-a-half hour music festival, featuring high schools and colleges which appeared on program during current season. Program starts 7:45 p.m., features Arnold Benum as m.c. New industrial series, heard twice-weekly on KMO in conjunction with the Maxwell Petroleum Co., Tacoma, takes audience into various local industrial concerns to give firsthand knowledge of respective organization's past history and postwar plans. Aired Tuesday and Friday 9:45-10 p.m., show is transcribed within plant.

Page Boys on Forum

TEEN AGE series started by WOL Washington in Sat. 10:15-10:30 a.m. period is "Paging Youth." Forum format is used with participants drawn from page boys of the Senate, House and Supreme Court. Children under 16 are asked to write their own answers to questions under discussion on program with weekly winner receiving saving bond prize. WOL in cooperation with the Washington Daily News conducted a city-wide spelling bee. Semi-finals and finals were aired by station. District winners go to New York for national bee sponsored by Scripps-Howard papers. National finals will be broadcast by MBS.

Video Education

SERIES of educational television broadcasts, "Your World," started May 14 on WNBT New York in Tues. 2-3 p.m. period. Produced in cooperation with the NBC University of the Air, program's effectiveness from an educational standpoint is being observed by the New York Board of Education which is bringing students each week to NBC's viewing rooms to witness the telecasts. Questionnaires on student reaction are to be used by the network as a basis for improving program content and technique. Director is Fred Cole.

Beach Facts Aired

GANTNER of California, swimsuit maker, is sponsoring hourly reports of air and water temperature and sky conditions at Southern California beaches on KMPC Los Angeles each Saturday and Sunday. Firm also sponsors Thursday night quarter-hour "Beach Party" on KECA Los Angeles which honors a different beach each week, presenting lifeguard captain and guests.

Public Opinion

UNDER TITLE "District Meeting" and conducted by Dean Elmer Kayser, of George Washington U., new program started by WTOP Washington, Sun. 10:30-11 p.m., gives "voteless Washingtonians" the chance to air their opinions on important issues. Citizens participating each week take opposite views on a civic question.

Atom Test Preparations

WFIL Philadelphia May 20 begins series of 14 transcribed quarter-hour broadcasts covering preparations for the Bikini atomic bomb tests. Program will be sponsored locally by Dunhill Clothes.

New Sustainers

MUTUAL on May 11 for 13 weeks started a new sustainer, "Saturday Night Revue," Sat. 8:30-9 p.m., replacing the "Harry Savoy Show." New program features Robert Q. Lewis as m.c. with Jon Gart's orchestra and guest stars each week. Mutual on May 30 for 13 weeks starts sustaining program, "Beatrice Kay Show," with Peter Lind Hayes, Thurs. 10-10:30 p.m., replacing "You Make the News," also sustaining. Program is song and patter type featuring gay nineties songs for which Beatrice Kay is famous.

United Nations Quiz

SCHOLASTIC quiz show on the United Nations, "Picto Facts," is being presented Sat. 10:10-10:30 a.m. on WLIB New York in cooperation with Youth-builders Inc., organization sponsored by the New York Board of Education. Eight students are selected each week to participate in the quiz. Weekly winners are to compete in a final city-wide tourney program set for June 29.

From the North

TWO-WAY radio network hook-up between the sub-Arctic and Los Angeles was made May 11 on Ralph Edwards' "Truth or Consequences" program, NBC Sat., 8:30-9 p.m., sponsored by Procter & Gamble Co., Cincinnati, for Duz. Broadcast featured contestant who was sent 200 miles north of the town of Yellow Knife at the edge of the Arctic Circle to look for gold.

Coal Strike Interviews

COAL miners, the man on the street and members of Congress from Illinois and Missouri expressed opinions on the coal strike situation on special public interest program aired evening of May 13 by KXOK St. Louis. Striking miners at DuQuoin, Ill., were interviewed by wire recorder as were citizens of St. Louis. Legislators were queried by telegram.

School on Air

CKCW Moncton, N. B., has started a "Baseball School of the Air" program Wednesday evenings to stimulate interest in newly-formed Moncton Community Athletic Assn. Professional baseball pitcher, Lloyd Stirling, conducts program with CKCW Sports Commentator Berk Brean. Baseball quiz is included with CKCW providing prizes in baseball equipment to winning youngsters.

Conference Aired

FOOD FOR FREEDOM Conference from the National Press Club, Washington, D. C., is to be aired by Mutual May 22, 10:30-11 p.m. Program will be presided over by Henry Morgenthau Jr. and will feature talks by Fiorello LaGuardia, director of UNRRA, and Sir John Orr, director of United Nations Food and Agricultural Organization.

WCAE Observance

REPRESENTATIVES from 46 nationality groups took part May 19 in celebration of "I Am an American Day" broadcast by WCAE Pittsburgh. Program, 3-4 p.m. (EDT), featured speeches by city and Government officials.

WPTF Round Table

ROUND-TABLE forum, "The North Carolina Viewpoint," originating from the University of North Carolina, is new program on WPTF Raleigh, N. C., to start May 21 and to be heard Tues. 10:30-11 p.m. Dr. J. C. Lyon of the university Foreign Language Dept. is moderator.

KFOX Opera Auditions

THE LONG BEACH Civic Opera Assn. in conjunction with the KFOX Long Beach, Calif., department of public affairs, is presenting a weekly series of local talent auditions on KFOX. Titled "Long Beach Civic Opera Assn. Auditions," program is heard Sun. 9-9:30 p.m.

New WTAG Series

BIRTHDAYS, anniversaries, household hints and like feature news is being presented on "Julie 'n Johnny," new quarter-hour morning series broadcast by WTAG Worcester, Mass., Monday through Friday. Special topics are covered each day by Julie Chase, women's feature editor, and Announcer Johnny Dowell.

Legal Anecdotes

ANECDOTES of lawyers and laymen who meet together in court rooms are featured in a new weekly series from CBC studios, Winnipeg, on "Call the Court House." Carried on CBC Trans-Canada network, program is written by Frank Edwards, chief court house reporter at Regina, and is produced by Laurence Abbott, Winnipeg.

District History

DRAMATIZING District history and presenting outstanding company employes, "As the Wheels Turn" is new Wednesday evening program being sponsored on WMAL Washington by Capital Transit Co. Quarter-hour series is produced by Leo J. Paulin Co., Washington.

Entertainment Hints

ARNOLD FINE, Washington columnist, is conductor of "Tips on Tables," WWDC Washington, D. C., new feature aired Sat. 7:30-7:45 p.m. An authority on Washington restaurants and night spots, Mr. Fine gives tips on places to go for entertainment as well as night club gossip.

Women's Club Program

WINN Louisville is devoting its 3:45-4 p.m. period five days weekly to the interests of the various women's clubs and groups in Louisville. Titled "Radio Women's Club," program is conducted by Gertrude Hardeman.

WJBK Program

PROGRAM in observance of "I Am an American" Day was presented May 19 by WJBK Detroit, 5-5:45 p.m., featuring Robert Nolan Choir, orchestra, and Bernard Steen, head of the immigration and naturalization service in the Detroit district.

On Full Network

FOLLOWING regional showcasing on Don Lee Pacific stations, five-weekly half-hour fashion clinic, "Lady Be Beautiful," has been expanded to full MBS station list. Ben Alexander is m.c.

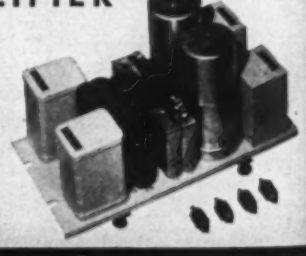
Books and Music

COMBINING music with notes on latest books, "The Library Hour" has been started by WHAI Greenfield, Mass., as weekly full-hour program. Music selections range from light overtures to full symphonies.

Worthy of an Engineer's Careful Consideration

TYPE 111-A AMPLIFIER

The 111-A Amplifier consists of two individual pre-amplifiers on a single chassis for use in high quality speech input equipment. Its compact unitized construction saves rack space. Input impedances of 30, 250 and 600 ohms; output impedance 600 ohms. It is quiet and has excellent frequency characteristics and ample power output with low distortion products.



The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK 37 W 65 St 23 | SAN FRANCISCO 1050 Howard St 3 | LOS ANGELES 1000 N Seward St 38

WCHS on the Job

WCHS Charleston, W. Va., is credited by W. Va. State Police with playing a "major role" in the capture of two gunmen who killed a prominent local citizen presumably because they wanted his car. WCHS was first to break the news of the slaying and broadcast a description of the victim's car. A few minutes later, a motorist spotted the car after hearing the broadcast, telephoned the police. The slayers were caught and an hour later confessed.

LENNEN & MITCHELL ANALYZE FUNCTIONS

HIGH program ratings indicate large audiences but "don't necessarily mean larger sales," Lennen & Mitchell Inc., advertising agency, asserts in *Lennen & Mitchell Yearbook for 1946*, a 129-page volume issued last week.

Prepared under the direction of Mann Holiner, vice president in charge of radio, the radio section of the *Yearbook* declares: "We'd rather have a program with a rating, say, of 10, which has an audience composed of 90% prospective purchasers, than one with a rating of 20 with only 40% of the audience who might buy the product."

Whether the firm's radio policies apply to television, says the *Yearbook*, "we don't know for sure yet. Nor does anyone else." It contends that "nobody knows what a good television man is because, as yet, we have no standards with which to measure competence in the television medium." It is "not at all sure a big television department means anything right now," nor has the agency organized an elaborate one. Rather, the firm is "studying the medium constantly" and when "commercial television is good business, we'll be more on the ball than the majority of those agencies who are now maintaining big television departments."

The yearbook is composed of analysis, department by department, of the agency's functions.

PROMOTION

TIE-IN promotion has been used by WPEN Philadelphia with local appearance of Olsen and Johnson "Laffing Room Only." Station's identification banners are on all microphones used in show and WPEN is station identified in one of the scenes in the stage production. Olsen and Johnson appeared on WPEN "Philadelphia Children's Symphony Hour" and station has been promoting show with daily announcements. Station also has initiated standard fan-mail reply card. Self-mailing folder acknowledges compliments received for one program and suggests another WPEN feature for listener's interest. Details of each new program are printed on a small strip and inserted.

KABC Announces Switch

TO ANNOUNCE switch this month from 250 w to 50,000 w and change of dial position from 1450 kc to 680 kc, KABC San Antonio sent 50,000 cards to telephone listings and distributed 55,000 copies of an eight-page special edition of "The Radio Post" house-to-house. In addition station set up store window posters, distributed 50,000 book matches and carried extensive newspaper ads. Promotion stunt staged last week was tied-in with special show for Equitable Life Assurance Society ABC "This Is Your FBI" program at Municipal Auditorium. Some 5,000 teen-age boys attended.

Ad Council Kit

ADVERTISING COUNCIL is distributing a kit of radio scripts and announcements, newspapr ads, car cards and posters, press releases and other promotion material to communities throughout the country for use in a campaign to ease the housing shortage facing returned war veterans. Material was prepared by Campbell-Ewald Co., volunteer advertising agency for the council, under the supervision of Marshall Adams, Mullins Manufacturing Co., volunteer coordinator.

LeRoy Miller Folder

HUMAN INTEREST story on LeRoy Miller, early morning program m.c. of WFIL Philadelphia, is cited in folder mailed last week by the station. Incident related is reception Mr. Miller received when appearing at H. L. Reber School, Vineland, N. J., to make assembly address.

WTAG Ball Team

SOFTBALL team has been organized by WTAG Worcester, Mass., composed of station personnel and titled the "Angels." Station is supplying uniforms (bearing call letters) and schedule includes contests with teams of sponsors and city organizations. Sportscaster Paul Johnson is captain. Coach is Phil Jasen, publicity-promotion director.

BBC Yearbook

REVIEW OF 1945 broadcasting by the British Broadcasting Corp. is given in the BBC Year Book for 1946. Book reviews world-wide operations of BBC, has special articles on religious broadcasting, engineering developments during the war, television, recent trends in British listeners' tastes, rural broadcasting and school broadcasting. Book has 44 pages of photos showing events of the year.

Conlan Service Folder

FILE FOLDER of photos and sample construction layouts for radio stations has been distributed by the design and engineering division of Conlan Electric Corp., Brooklyn. Brochure presents full description of the packaged service whereby the customer "advises Conlan Electric Corp. of the area he wants to cover and his proposed location" and "Conlan does all the rest."

Promotion Tie-Up

MUTUAL promotion campaign has been started by WMUR Manchester, N. H., and the Manchester Union Leader whereby paper supplies news for eight daily local newscasts on which WMUR promotes features of the paper. Latter also is running radio gossip column by the "Town Crier," WMUR program feature, beside regular radio log.

Repeat Campaign

BECAUSE of response to promotion material sent last year to druggists by Wade Adv. for Miles Labs. to stimulate boosting of radio-advertised products, agency is repeating campaign with new material to be distributed to about 50,000 retail druggists through 271 Mutual stations.

Teachers Graduate

CERTIFICATES from the radio school for teachers held by McClatchy Broadcasting Co. were presented May 9 to 54 teachers enrolled in the KOH school in Reno. Teachers received certificates at a dinner given by KOH at the Hotel Riverside. Other schools will be held at KERN Bakersfield, KFBK Sacramento, KWG Stockton, KMJ Fresno, all in California.

Weather Ring

IN EXCHANGE for brand identification and 10 cents, General Mills "Jack Armstrong" drama series on ABC has been offering listeners a weather ring which changes color with the change of weather. Agency is Knox Reeves Adv., Minneapolis.

Industrial Folder

STORY of the United States Steel Corp. radio program, "The Theatre Guild of the Air" on ABC Sunday evenings, is related in an industrial folder written by J. Carlisle MacDonald, assistant to chairman of the board of U. S. Steel.

Ham Magazine

GENERAL ELECTRIC Co., Schenectady, is publishing a bi-monthly publication for radio amateurs titled "G-E Ham News." Editor is George H. Floyd, W6OJK/2. New circuits, construction aids and other news is included.

Availabilities

ANNOUNCING participation availabilities on "This Woman's World," folder describing WMCA New York women's feature series has been prepared by the station. Photos of program conductors, Susan B. Anthony II and Eunice Hill, are included.

WIBW Fruit Spoon

PLASTIC fruit spoon is newest premium to accompany promotion folder of WIBW Topeka, Kan. Folder states "You'll get every section of fruit with this plastic fruit spoon . . . you'll reach every section of the fruitful Kansas market . . . when you hire WIBW."

'Shop Locally' Campaign

TO PROMOTE patronizing of local merchants, KXOA Sacramento, Calif., identifies itself daily on 15 to 20 station breaks with: "Shop in the Sacramento area. This is KXOA, Sacramento."

Via First Plane

MAILED on the plane inaugurating regular air service from airport at Law-

(*Continued on page 74*)

RALPH N. WEIL, General Manager — JOHN E. PEARSON CO., Nat'l Rep.

THE LOQUACIOUS MOUNTAINEER

A strange character attracted to tuning in "THE MIDNIGHT FLYER" on KFI from midnight to 1:00 a.m. (daily except Sun.) is a watchman at Skull Creek Camp, somewhere in California's Stanislaus Forest. Snowbound and alone through the winter months, our watchman not only listens regularly to disc jockey AL POSKA as he guides "THE MIDNIGHT FLYER" but jots down his reactions to the tunes played. When the snow thaws and his duties demand very regular hours, Skull Creek's one resident drops his winter scribblings into the mail. AL POSKA received the parcel a couple of days ago. It contained numberless pages of record criticisms and a fond farewell to "THE MIDNIGHT FLYER" until next year. Best of all, however, was the watchman's postscript which requested Tony Martin's recording of "A Night in Havana" to be played on the "FLYER" program of February 6, 1947!

AND A NOTE FOR TIMEBUYERS

Though "THE MIDNIGHT FLYER" draws some listeners like the watchman who aren't the best of prospects for an advertising message, the majority tuning in represent a fine sales potential. Some three-hundred unsolicited letters sent to AL POSKA each week come from profitable night employees and hardy city folk with an aversion to folding early. Should one of your clients be in the market for a full hour on a major station that comes at a reasonable figure, by all means call KFI's Sales Department or Edward Petry Co. for details about "THE MIDNIGHT FLYER."

CLEAR CHANNEL
640 KILOCYCLES — KFI — 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

PROMOTION

(*Continued from page 73*)

rence, Mass., letter from Irving E. Rogers, general manager of WLAW Lawrence, ties-in progress being made by station in boosting power to 50,000 w and presents brief details on the New England woolen textile center.

Preparation Booklet

HOW TO HANDLE a "Queen for a Day" when MBS program by that title makes personal appearance in any given city, provides basis of booklet by Jim Morgan, associate producer. Titled "How to Entertain a Queen," booklet is dedicated "to poor station manager" who has just received wire telling him of program's proposed visit to his town.

Letter and Print

LETTER and a glossy print of car cards being used by WGL Fort Wayne, Ind., to build programs and listeners, has been mailed by the station to 400 local and national advertisers and agencies. Purpose is to remind advertisers of "just one of the extra services rendered to clients who advertise over" WGL.

Nielsen Booklet

MAILED last week to radio executives, 36-page booklet prepared by A. C. Nielsen Co., New York, presents details on its Nielsen Radio Index to show how the audience measurement service surpasses industry specifications set up by the CAB.

Prepared for WISN

PROMOTION booklet has been issued by the Katz Agency, New York, for WISN Milwaukee, titled "What Makes Milwaukee Famous." Piece lists top industries of Milwaukee and includes a map showing how the city is conveniently accessible by land, sea and air.

Cigarette Container

PLASTIC cigarette container is being used by WOR New York as a premium. The container—loaded with a pack of Old Golds—has a slide top permitting access to cigarettes. It carries message: "WOR that powerful station, Dial 710."

World Friendship Contest

WFIL Philadelphia, in cooperation with World Education Service Council, conducted World Friendship Day Pledge Contest commemorating anniversary of V-E Day.

Last

YEARBOOK

Goes to

WHEN J. Walter Thompson wrote for an extra YEARBOOK, in addition to the nine already received, they got our 12,816th—the very last one. We're genuinely sorry there aren't enough to go around. Our 1946 print order was the biggest to date, but it wasn't big enough.

That's why you should reserve the 1947 YEARBOOK *now*. Concentrated in its pages will be radio's most revolutionary year—1946. The weekly BROADCASTING reports "the week" in radio—AM, FM, Television (and fascimile). The BROADCASTING YEARBOOK sums it all up in one fact-packed encyclopedia.

If you're one of the 12,816 who own a YEARBOOK, please share it with the many who require its scores of directories and listings for market research, advertising and promotion.

By subscribing to BROADCASTING *now*, you'll be assured of radio news as it happens. And, we'll reserve your 1947 YEARBOOK for you.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

Promotion Personnel

HAROLD K. HALPERN, formerly with WNYC New York and previous to that in the Navy, has joined WNEW New York as assistant to **WILL YOLEN**, head of the publicity department.

DON SWEENEY, discharged from Navy, has joined CBS Hollywood press relations department. He replaces **LEONARD FINCH** who leaves radio for commercial sales promotion.

RUSSELL EHRESMAN, released from Navy after 39 months, has joined KCMJ Palm Springs, Calif., as sales promotion manager. Before service he was merchandising manager of WMBD Peoria, Ill., for seven years.

MIKE JABLONS of the MBS publicity staff since January and formerly publicity director of WNYC New York, went on military leave May 17 when he reported for induction into the Army.

E. P. J. SHURICK, KMBC Kansas City director of promotion and press relations, May 15 addressed the Fairmount Kiwanis Club and May 16 the downtown Kansas City Club on "First Quarter Century of American Broadcasting."

DAVID E. PARTRIDGE, former WLW Cincinnati assistant promotion manager recently discharged from the Navy, has been named editor of "Buy Ways," WLW's merchandising trade newspaper. Paper is designed as house organ for wholesalers and retailers in WLW area.

ADELAIDE BERNARD, merchandising manager of WBIG Greensboro, N. C., has been married to Edgar Covey. Mrs. Covey will continue in her WBIG post.

GRACE JOHNSEN, assistant manager of ABC Public Service Dept., New York, has been reelected to the board of directors of the Advertising Women of New York.

NAB Starts Setting Up Program Department

FORTIFIED with funds to set up a new program department within the NAB, President Justin Miller and Executive Vice President A. D. Willard Jr. will start work on the department this week. Budget for organization was provided by the NAB Board of Directors at its May 6-9 meeting [BROADCASTING, May 13].

New project is part of an NAB movement to strengthen the whole broadcast program structure and provide a clearing house of ideas and methods. Name of a director for the department may be announced within a fortnight, with staff to be selected after he takes office.

In preparation for the departmental setup the board organized a new Program Executive Committee which combines the Agricultural Directors, Radio News, Music Use and Standards of Practice Committees.

The NAB executive staff also will work this week on appointment of a director for the public relations department. He will assist the president and executive vice president in making speeches, attending forums and working on policy matters. Appointment of a permanent director of the engineering department is being considered. Howard S. Frazier, station consultant, is acting director, having resigned last winter.

Newell Appointed

HAROLD B. NEWELL has been appointed budget director of the manufacturing division of Crosley Corp., Cincinnati. For two years he was comptroller of Kaylon Inc., New York, and was previously assistant treasurer of the Easy Washing Machine Corp., Syracuse.

Marshall Field Extols Radio's Public Service

MARSHALL FIELD 3d, on his first visit to Portland, Ore. since his acquisition of KOIN [BROADCASTING, March 25], asserted that "few enterprises are more specifically affected with considerations of public interest than the operation of a major radio station." He said, "we believe the public interest is served constructively through an alert policy which reaffirms the Constitutional right of freedom of expression at a time when three-quarters of the world looks to us for that reaffirmation."

Mr. Field

Mr. Field, also owner of WJJD Chicago and WSAI Cincinnati, spoke at a dinner given in his honor May 10 by the Portland Retail Trade Bureau. Accompanied by Howard Lane, vice president and radio director of Field Enterprises, he spent three days inspecting KOIN and meeting its staff. Music for the Trade Bureau dinner was provided by the KOIN orchestra directed by Owen Dunning, and by the Duncan Singers.

WGN Resumes Fax

WGN Chicago has resumed experimental facsimile, dropped during the war, and hopes to install at least 100 receivers in Chicago, according to George Lang, WGN chief engineer. Station now using 200 w on 98.9 mc channel of WGNB, WGN's FM station. Power will be increased to 20,000 w by September, giving coverage of 11,000 square miles. Four-column newspaper with copy and photos supplied by *Chicago Tribune* are planned.

P & G Signs Baker

PROCTER & GAMBLE Co. has signed Kenny Baker to replace Cliff Arquette next season as star of "Glamour Manor" on NBC.

GOING 5000 WATTS

KTFI

TWIN FALLS · IDAHO

WEED & CO., *Representatives*

ACA CLAIMS UNION STORY MISLEADING

EDITOR, BROADCASTING:

The American Communications Association, CIO takes exception to the article in BROADCASTING regarding the dispute between NABET and ACA in the case of the engineers at WFIL Philadelphia. The story as presented by NABET is confusing by intent and erroneous in content. The ACA's record with respect to the rights of servicemen is very clear and ACA has consistently fought to protect and extend those rights. The ACA, however, does not believe that it is fair for a serviceman, or anyone else, who is not going to return to work at a job to be entitled to vote on any question which is going to affect the standards and conditions of employment of the other workers on the job.

The main issue in the ACA objection to the election at WFIL is that of collusion between the company and NABET which was manifest at the very time of the election.

W. A. Lamey
International Representative
American Communications Association, CIO.
Philadelphia.
May 8, 1946

[*Ed. Note*: *Article referred to appeared in May 6 issue, page 84*].

GE Video Sets

GENERAL ELECTRIC Co. expects to make black-and-white video receivers available in August or September to the public in areas now or soon to be served by television stations, company announced last week. First postwar GE television set will use a 10-inch direct viewing tube, will include standard broadcast reception and will retail for approximately $300. To follow shortly will be other models, including projection as well as direct-viewing types. Receivers are to be made at the company's Bridgeport, Conn., plant. Television transmitters and related studio equipment are being manufactured at the GE factory in Syracuse, to be ready for delivery early next year.

THE SPORTS STATION OF THE NATION!

- N. Y. Giants Pro-Football
- B'klyn Dodgers Baseball
- N. Y. Rangers Hockey
- Inter Collegiate Basketball
- Professional Basketball
- Trotting Races
- Professional Boxing
- Ski Casts
- Horse Race Results
- Soccer Tips
- Hour of Champions
- Todays Baseball
- Warm Up Time
- Sports Extra
- Take A Tip From Me
- Basketball News
- Sports Final
- Nat'l Indoor Tennis
- Madison Square Garden Track Meets

WHN 50,000 WATTS NEW YORK Rep. by RAMBEAU

WFIL, That Is

WHEN N. J. Federated Egg Producers Cooperative Assn. announced sale of 20,000 pounds of butter in Philadelphia to smash black market activities WPEN assigned Bill Sears to cover event via specially installed lines. Announcer Sears presented card to each person interviewed entitling him to free butter. Later WFIL's Tom Moorehead took over, questioning one customer as to the price she had paid for the butter. Looking towards Sears the lady offered happy reply, "Oh, I got mine courtesy of WIP!"

NEW SOUVENAIR CO. OFFERS DISC ALBUM

FORMATION of Souvenair Co., which will produce and distribute a "laugh" phonograph record album parading highlights of three feature programs has been announced by C. P. (Pete) Jaeger, former vice president of ABC, now managing director and majority partner of the new company.

Album will include three double-face records of the following ABC shows: *Breakfast in Hollywood*, *Breakfast Club* and *Bride and Groom*, which will be on the retail market about June 1. Albums will also be distributed by the individual shows as a promotion piece. Souvenair Co. is currently negotiating with other programs.

New company is a partnership between Mr. Jaeger and John Masterson, producer of *Breakfast in Hollywood*. Processing and manufacturing of the records will be done on the West Coast by Universal Records and in the East by George Clark Co. of Newark. Firm has already lined up mass distribution sales and promotion campaigns.

Canada Buys Time

COST of broadcasts sponsored by Canadian government departments and agencies totalled $430,989 last fiscal year, according to a return tabled in Parliament at Ottawa. Two quarter-hour programs on Monday to Friday networks, one English and one French, for the Wartime Prices and Trade Board (Canada's OPA), are most expensive Government broadcasts. *George's Wife*, formerly *Soldier's Wife*, on 33 stations, costs $4,431 each week. The French-language counterpart *Le Metairie Rancourt* on 14 stations costs $1,787 each week. Other government broadcasts include those sponsored by the Department of Veterans Affairs, which are carried as sustainers by the CBC network, the *Johnny Home Show* costing $965 weekly, *Greg Clark* $100 weekly, and *A Ceu Qui Reveniennent* $600 weekly. The Department of Labor has a weekly network program *The People Ask* costing $404.

King-Trendle Sale Being Advertised

ABC's Offer of $3,650,000 Published in Register

LARGEST SALE ever offered for public bids under the Avco plan—sale of King-Trendle Broadcasting Corp. to ABC for $3,650,000—was being advertised last week.

The firm, licensee of WXYZ Detroit and WOOD Grand Rapids, has been sold to ABC by George W. Trendle, John H. King, H. Allen Campbell and Howard O. Pierce [BROADCASTING, April 29, May 6], subject to Commission approval.

Applications to buy the stations on the same terms will be received by the Commission for 60 days from May 10, FCC said in a notice published in the *Federal Register* in compliance with the Avco advertising procedure. May 10, the notice explained, was the date the projected transfer was first advertised in Detroit and Grand Rapids newspapers, also under the Avco plan.

Calls for Common Stock

The contract with ABC calls for delivery of all common stock for $3,650,000. Of this amount, ABC agreed to deposit $100,000 with Detroit Trust Co. for the joint account of buyers and sellers, to be released to sellers at closing date. Major portion of the sales price—$3,400,000—is to be paid upon transfer of the stock upon three days' notice by either party following Commission approval. Sixty days later, $100,000 more will be paid.

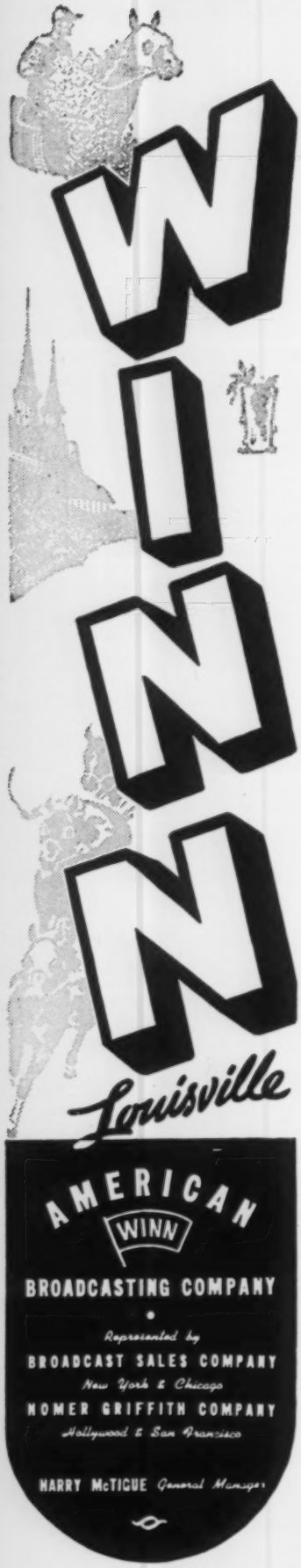
Fifty thousand dollars is to be held by ABC pending final determination of King-Trendle's federal income and excess profits taxes through Dec. 31, 1945, to be used to pay any excess of taxes over those previously paid or reported. King-Trendle officials are to resign upon delivery of the stock.

The contract is to be terminated if FCC has not approved the transaction by Jan. 1, 1947. Under the Avco plan, if no competing applications are received the Commission will consider the present application in regular order. If there are other bids, all applications will be considered on their merits or in a consolidated hearing if FCC deems it advisable. Present owners of King-Trendle would not be required to sell if the Commission picked a transferee undesirable to them.

Video School Hearing

FURTHER HEARINGS on Federal Trade Commission charges against American Television Labs. Inc., Chicago, were being held last week at South Bend, Lafayette, and Milwaukee, FTC announced. Similar hearings, for taking additional testimony, were conducted in late April and early this month in other cities [BROADCASTING, May 6]. The firm is accused of misrepresenting correspondence courses in television and radio.

WWL
New Orleans
shouts its shows on car cards throughout the year
Folks turn first to—
WWL NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY
THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.



SPONSORS

HARRY G. KEBEL, former director of advertising and research, Thomas J. Lipton Co., Hoboken, has been appointed advertising manager of the Ethyl Specialties Corp., New York, a new company formed to market packaged products manufactured by Ethyl Corp., New York.

HUNT FOODS Inc., Los Angeles, plans to introduce its products into eastern markets in the fall. Advertising campaign initial budget is about $800,000. Young & Rubicam is agency.

ROBERTS DAIRY Co., Omaha, has named Campbell Mithun Co., Chicago, as agency. Firm is using radio, plans to expand.

HARRY L. BAEUR, vice president and general manager, eastern division, Kraft Foods Co., has been named assistant to **FRED KRAFT**, vice president in charge of foreign operations, in line with Kraft's expansion of overseas trade.

MARK B. BYRON III, after service as a lieutenant commander in the Navy and before that head of his own advertising agency, Mark Byron Inc., Miami, has been appointed advertising manager of Yardley of London, New York.

MICHIGAN CHEMICAL Corp., St. Louis, Mich., ("Pestmaster" line of DDT insecticides), has appointed Alley & Richards Co., New York, to handle advertising. Radio will be used this summer. Advertising of the company's agricultural line of DDT formulations remains with Seeman & Peters, Saginaw, Mich.

KING KONE Corp., New York (Old London melba toast), has appointed Seidel Adv., New York, to handle advertising. Company started participation May 13 for 13 weeks on the Nancy Craig program on WJZ New York. Plans include use of more stations throughout country.

RICHARD TRENKLE has joined merchandising department of Soil-Off Manufacturing Co., Glendale, Calif. (cleaner), and is in charge of dealer service. He will work under direct supervision of **FREDERICK J. SEEBURG**, general sales manager of firm.

POLLACK BROS. CIRCUS, Los Angeles, to promote Shrine benefit in that city, in a 10 day campaign will use a heavy schedule of transcribed announcements on seven local area stations starting June 4. Allied Advertising Agencies, Los Angeles, has account.

KIMBERLY Corp., Los Angeles (ballpoint pen), has appointed Allied Advertising Agencies, Los Angeles, to service account and will use cooperative national advertising with distributor and retailer tie-in.

PHLLIPS AND BENJAMIN Co., Waterbury, Conn. (Sno-Mist, powder deodorant), has appointed Compton Adv., New York, to handle account. Radio may be used.

GROVE LABS., St. Louis, has appointed Duane Jones Co., New York, to handle advertising of Grove's Cold Tablets and Pazo Ointment. Company currently is sponsoring "Reveille Roundup" on NBC Mon.-Wed.-Fri. 7:45-8 a.m.

U. S. RUBBER Co., New York, May 29 through June 9 will sponsor the ABC television broadcasts of the highlights of the Automotive Golden Jubilee to be held in Detroit. Films will be flown to New York and as soon as editing is completed will be telecast as a half-hour special feature on WABD New York, WRGB Schenectady and WPTZ Philadelphia. Agency: Campbell-Ewald Co., New York.

FORD MOTOR Co., Dearborn, Mich., sponsor of "Summer Edition of Ford Sunday Evening Hour" on ABC Sun. 8-9 p.m., June 30 for remaining 12 weeks of summer series changes name of program to "Ford Festival of American Music." Agency for Ford is Kenyon & Eckhardt, New York.

BING CROSBY PRODUCERS Inc., Hollywood, has appointed Buchanan & Co., New York, to handle advertising. First film to be released will be Anne Nichols' "Abie's Irish Rose."

R. R. McINTOSH, sales promotion and advertising manager of General Foods Ltd., Canadian unit of General Foods Corp., has been elected a vice president. He will continue his advertising and promotion duties.

LONGINES-WITTNAUER Watch Co., New York, May 17, 7:30-8 p.m. for one time only sponsored a television news show presented by WOR New York on WRGB Schenectady. Produced by Dave Driscoll, WOR's director of news and special features, presentation was divided into four sections.

PETER ZANPHIR, formerly assistant director of sales promotion and research of MBS, has been appointed national advertising manager of Publix Shirt Corp. He will direct trade and consumer advertising of firm's various divisions and subsidiaries, including S. Lebovitz & Sons, Essley Shirt Co., Truval Mfrs. and Bruxvton Shirt Mfrs. He will also direct sales analysis and research operations of Publix and its public relations activities.

NONSUCH Ltd., Toronto (paint cleaner), has started spot announcement campaign on a number of Ontario stations. Agency is Ellis Adv., Toronto.

BORDEN Co., New York (Pioneer Division, maker of Melorol ice cream), on May 27 for 14 weeks starts spot campaign on WNEW WMCA WHN WINS New York and participation on "The Answer Man," WOR New York, Monday and Friday 7:15-7:30 p.m. Agency: Doherty, Clifford & Shenfield, New York.

LAUREN OF CANADA, Toronto (cosmetics), has appointed Baker Adv., Toronto, as agency.

JANE LIPPOLD of Dutton-Lippold, Chicago publicity firm, was married May 11 to Hardy Holter of American Can Co.

NETWORK ACCOUNTS

New Business

SEALY MATTRESS Co., Los Angeles (manufacturer), June 5 starts for 52 weeks "Layman's Views of the News" on 16 ABC western stations, Wed. 8:15-8:30 p.m. (PST). Agency: Alvin Wilder Adv., Los Angeles.

SAFEWAY STORES, Oakland, Calif. (Beverly peanut butter), July 1 starts for 52 weeks "Tennessee Jed" on 16 ABC western stations, Mon.-Fri. 5:15-5:30 p.m. (PST). Agency: J. Walter Thompson Co., San Francisco.

GILLETTE SAFETY RAZOR of Canada, Montreal, June 19 broadcasts Louis-Conn fight on 49 Canadian stations, Wed. 10 p.m. to end. Agency: Maxon Inc., N. Y.

Net Renewals

L. E. WATERMAN Co., Newark, effective Sept. 14 for 52 weeks renews "Gang Busters" on ABC, Sat. 9-9:30 p.m. Agency: Charles Dallas Reach Co., Newark.

GENERAL FOODS Corp., New York, effective next fall for 39 weeks has renewed "Kate Smith Sings" on CBS, Fri. 8:30-8:55 p.m. Agency: Foote, Cone & Belding, N. Y.

ROBIN HOOD FLOUR MILLS, Montreal (cereals), May 16 renewed to June 27 "Talents de Chez Nous" on eight CBC French network stations, Thurs. 8-8:30 p.m. Agency: Young & Rubicam, Montreal.

Net Changes

LEWIS-HOWE, St. Louis, June 16 drops Agnes Moorehead, Sun. 8-8:30 p.m. on CBS. Agency: Roche, Williams & Cleary, N. Y.

SWIFT CANADIAN Co., Toronto (meat packer), June 3 adds another quarter-hour on "Breakfast Club" on 30 CBC Trans-Canada stations, Mon.-Fri. 9:15-9:45 a.m., with repeat to western stations 12:15-12:45 p.m. Agency is J. Walter Thompson Co., Toronto.

GI Hams

MEN of Army's 86th Signal Company in the Western Pacific don't telephone to their folks in the U. S. They use KA3B, amateur station operated by two members of the outfit. KA3B, which has contacted cities in Germany, Brazil, Africa, and other points, boasts low power distance record of making clear contact with San Gabriel, Calif., using only a half-watt power.

COMPLETING DEAL which made California Medical Assn. first group of its kind to use extensive radio advertising campaign [BROADCASTING, May 13]. Gathered to sign for weekly 15-minute *California Caravan* on 17 Don Lee California stations starting June 12 are (l to r): Maxwell Shackelford and Russell N. Lockwood, vice president and president respectively of Lockwood - Shackelford Adv., Los Angeles, agency servicing account; Dr. Phillip A. Gilman, president of California Medical Assn., and Lou Holzer, radio director of advertising agency and program producer-co-author.

Donors Respond

UNABLE to obtain type AB blood at the hospital bank for her son who had been badly burned, a Springfield, Ohio, mother appealed to WIZE for help. Immediately James Newman, news editor, broadcast a call for the blood. Because many listeners were tuned to the station for primary election returns, the response was even larger than expected. The boy received the transfusion.

WSAN Given Increase To 5 Kw on 1470 Kc

POWER INCREASE from 500 to 5,000 w for WSAN Allentown, Pa., was approved by the FCC on May 10 and announced by the Commission last Monday. WSAN operates on 1470 kc, will use directional antenna at night.

The Commission dismissed without prejudice the application of KFMB San Diego for change from 1450 to 1440 kc and power increase from 250 w to 1 kw fulltime. The dismissal was without prejudice to filing a petition for reinstatement upon completion of the clear channel proceedings. The frequency sought by KFMB is now used in that area by KPRO Riverside, whose application for 1180 kc with 10 kw also was dismissed [BROADCASTING, Feb. 11] pending outcome of the clear channel hearings.

Cowles Speaks

HELPING Central Europe get on her feet again economically is the best thing we can do to prevent a third World War, Gardner Cowles Jr., president, Cowles Broadcasting Co., the *Des Moines Register & Tribune* and *Look* Magazine, said May 13 at a meeting of the Celestials at the Waldorf-Astoria, New York.

Mr. Cowles

Mr. Cowles, who had just returned from a three-week tour of the American occupation zones in Europe, asked how we could sell the Germans on democracy when the food ration in the American and British zones is 1200 calories a day and soon to be reduced to 900, in contrast to 1800 in the Russian zone. He urged that the Potsdam Declaration be scrapped and the four independent occupation zones of Germany be reunited into one country. "The German problem this time," he said, "is to hold her up, not to keep her down." If this is not done, he stated, "the Russian sphere of influence will extend clear to the English Channel."

"Couldn't one of you go home and listen to WFDF Flint?"

Lipslip

DR. SPOONER is doubtless spinning in his grave—Elliott Gove of WSYR Syracuse has pulled a Spoonerism that is as good as the old master could have done. In a record show, Mr. Gove had planned to say, "Time heals all wounds." It came out, "Time wounds all heels!" Now the sir from Boyscuse is that embarrassed.

Tuttle, Clark Elected Radiomarine Directors

ARTHUR B. TUTTLE, treasurer of RCA, and Edwin N. Clark, managing director of RCA International Division, have been elected directors of Radiomarine Corp. of America.

Mr. Tuttle joined RCA in 1921, became Assistant Treasurer in 1927. He became treasurer of RCA May 10 [BROADCASTING, May 13]. In 1931 he served as treasurer of Radiomarine Corp. of America and also of RCA Communications Inc.

Mr. Clark was named managing director of RCA International last February after he had served as Deputy Assistant Chief of Staff for Supply, Supreme Headquarters, Allied Expeditionary Force, with the rank of colonel.

EQUIPMENT EXHIBIT AT CANADIAN MEET

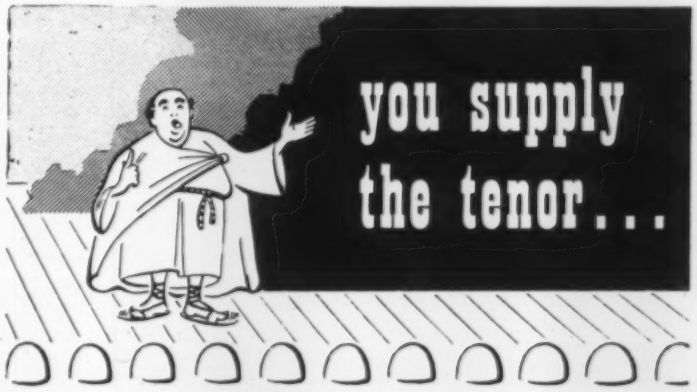
TO ENABLE Canadian broadcasters to see the latest in studio and FM transmitter equipment, the Canadian Assn. of Broadcasters has arranged with equipment manufacturers for an exhibit of latest type equipment at the CAB convention at Quebec, May 27-30.

Two FM transmitters with control equipment will be on display, a 250 w transmitter being shown by RCA, Montreal, and 1 kw transmitter by Canadian General Electric, Toronto. Northern Electric, Montreal, will show latest studio equipment. Walter Downs, Montreal, is to show Presto recording equipment.

The exhibits will be in the Committee Room on the second floor of the Chateau Frontenac.

CAB engineer Harry S. Dawson is to report on his first year's operations as CAB engineer, and to discuss with stations what should be done in the immediate future by stations and the CAB to keep abreast of engineering developments.

Entertainment at the CAB convention will include a dinner by CAB directors on May 26 to visiting U. S. station, network and NAB representatives, a cocktail party by Canadian Marconi on May 28, annual dinner on May 28, and golf tournament on May 29.



. . . and we of Harvey will supply that varied assortment of equipment needed to carry his voice across space. As distributors for America's leading brand names, we can promptly fill orders for tubes, test equipment, recorders, receivers, recording blanks and all other vital parts. As merchants with a backlog of 18 years experience, we know that you also require service and full value for every dollar you spend. That we can give you, too. Next time you need equipment, find out first what Harvey can do for you.

No matter where you are located, a letter, telegram or phone call will get you prompt action.

Telephone LOngacre 3-1800

HARVEY RADIO COMPANY

103 WEST 43rd STREET • NEW YORK 18, N. Y.

"THE SELLING POWER IN THE BUYING MARKET"

KWKH

THE SHREVEPORT TIMES STATION

Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

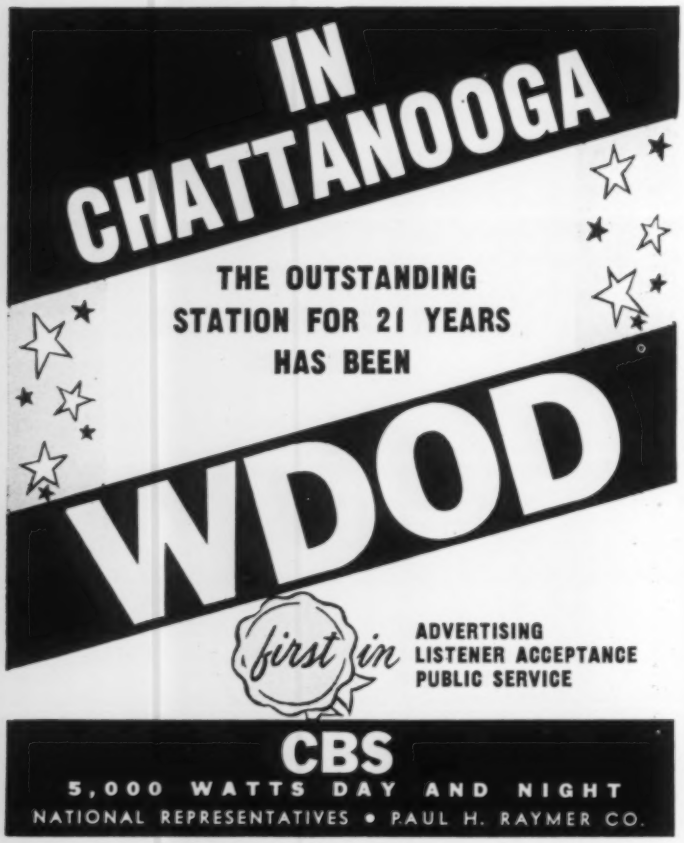
Scheduled

(*Continued from page 28*)

scheduled for this city may be cancelled.

Applications still active last week, excluding those recently granted construction permits totaled 89. Locations and names of applicants follow:

United Broadcasting Co.
Albuquerque, N. Mex., Albuquerque Broadcasting Co. (KOB)
Ames, Iowa, Iowa State College (WOI)
Baltimore, A. S. Abell Co. (Baltimore Sun)
Baltimore, Hearst Radio Inc. (WBAL)
Baltimore, Radio Television of Baltimore Inc.
Boston, E. Anthony & Sons Inc.
Boston, New England Theatres Inc.
Boston, Westinghouse Radio Stations Inc. (WBZ)
Bridgeport (Booth Hill), Connecticut Television Co.
Buffalo, WBEN Inc.
Buffalo, WEBR Inc.
Chicago, American Broadcasting Co. (WENR)
Chicago, Raytheon Mfg. Co.
Chicago, WGN Inc.
Cincinnati, Allen B. Du Mont Labs. Inc.
Cincinnati, The Crosley Corp. (WLW)
Cincinnati, Institutum Divi Thomae Foundation
Cleveland, Allen B. Du Mont Labs. Inc.
Cleveland, National Broadcasting Co. (WTAM)
Cleveland, Scripps-Howard Radio Inc.
Columbus, The Crosley Corp.
Dallas, Interstate Circuit Inc.
Dallas, KRLD Radio Corp.
Dayton, The Crosley Corp.
Detroit, The Jam Handy Organization Inc.
Detroit, United Detroit Theatres Corp.
Fort Worth, Tex., Carter Publications Inc. (WBAP)
Huntington, N. Y., Sherron Metallic Corporation.
Indianapolis, The Wm. H. Block Co.
Indianapolis, Indianapolis Broadcasting Inc. (WIBC)
Indianapolis, WFBM Inc.
Jacksonville, Fla., Jacksonville Broadcasting Corp. (WPDQ)
Johnstown, Pa., WJAC Inc.
Kansas City, Mo., The Kansas City Star Co. (WDAF)
Lancaster (3½ miles out), Lancaster Television Corp.
Lancaster, WGAL Inc.
Los Angeles, American Broadcasting Co. (KECA)
Los Angeles, Earle C. Anthony Inc. (KFI)
Los Angeles (Hollywood), Don Lee Broadcasting System (KHJ)
Los Angeles, Hughes Productions, Division of Hughes Tool Co.
Los Angeles, National Broadcasting Co.
Los Angeles, Television Productions Inc.
Los Angeles, Dorothy S. Thackrey
Los Angeles (Pasadena), The Times-Mirror Co.
Louisville, WAVE Inc.
Louisville, Courier-Journal & Louisville Times (WHAS)
Nashville, J. W. Birdwell
Newark, Bremer Broadcasting Corp. (WAAT)
New Orleans, Maison Blanche Co.
New York, American Broadcasting Co. (WJZ)
New York, Bamberger Broadcasting Service (WOR)
New York, Debs Memorial Radio Fund Inc. (WEVD)
New York, News Syndicate Co. Inc.
New York, Raytheon Mfg. Co.
New York, WLIB Inc.
Omaha, Radio Station WOW Inc.
Philadelphia, Wm. Penn Broadcasting Co. (WPEN)
Philadelphia, Pennsylvania Broadcasting Co. (WIP)
Philadelphia, Philadelphia Daily News Inc.
Philadelphia, The Philadelphia Inquirer
Philadelphia, Seaboard Radio Broadcasting Corp. (WIBG)
Philadelphia, WDAS Broadcasting Station Inc.
Philadelphia, Westinghouse Radio Stations Inc. (KYW)
Pittsburgh, Allen B. Du Mont Labs. Inc.
Pittsburgh, Westinghouse Radio Stations Inc. (KDKA)
Portland, Oregonian Publishing Co. (KGW)
Providence, The Outlet Co. (WJAR)
Richmond, Va., Havens & Martin Inc. (WMBG)
Riverside, Calif., The Broadcasting Corp. of America (KPRO)
Rochester, Stromberg-Carlson Co. (WHAM)
St. Louis, Michael Alfend, Truman L. Brown, Samuel I. Berger and Sidney J. Heiman, d/b as OLFCO Co.
St. Louis, The Pulitzer Publishing Co. (KSD)
St. Paul, KSTP Inc.
Salt Lake City, Intermountain Broadcasting Corp. (KDYL)
San Francisco, American Broadcasting Co. (KGO)
San Francisco, The Associated Broadcasters Inc. (KSFD)
San Francisco, Don Lee Broadcasting System (KFRC)
San Francisco, Hughes Productions, Division of Hughes Tool Co.
San Francisco, Chronicle Publishing Co.
San Francisco, Television Productions Inc.
San Francisco, Dorothy S. Thackrey (KYA)
Scranton, The Comerford Publix Theatres Corp.
Seattle, Radio Sales Corp. (KRSC)
Stockton, E. F. Peffer (KGDM)
Toledo, The Fort Industry Co. (WSPD)
Toledo, Toledo Blade
Waltham, Mass., Raytheon Mfg. Co.
Wilkes Barre, Pa., Louis G. Baltimore (WBRE)
Worcester Mass., Worcester Telegram Pub. Co. (WTAG)



CHIQUITA BANANA herself accepts the first recording of her new message for the Famine Emergency Committee, represented by Secretary of Agriculture Clinton P. Anderson. Song now sung by Elsa Miranda (Chiquita) urges the saving of wheat, fats and oils by eating fresh fruits and vegetables. United Fruit Co. FEC transcriptions have been placed on 136 stations by BBDO, New York.

CROSBY CONTRACT DECISION AWAITED

WHETHER Bing Crosby has actually signed with Reynolds International Pen Co., Chicago, for a new weekly program was regarded in Hollywood last week as main question in his radio plans.

Everett Crosby, his brother and business manager, indicated a decision is expected "within about a week." Franklin Lamb, president of the pen company, in Hollywood last Wednesday to negotiate with Mr. Crosby, conceded that he didn't know of anybody who "isn't negotiating with Bing." He added he was also discussing plans with several other Hollywood personalities.

With completion of the Crosby transaction, the program would be transcribed and released on ABC stations. Other reported seekers of the singer's services are Texaco Co. and General Motors. Mr. Crosby is reported to have informed Kraft Cheese Co., present sponsor, that he would give it a chance to meet any outside offers. Kraft proposal is said to include a stock deal, with Norman Blackburn, Hollywood business manager of J. Walter Thompson Co., likely to handle negotiations.

Belo-Carter Issue Argued Before FCC

Division of KGKO License Offered as Solution

ORAL ARGUMENT on the last of the original duopoly cases was conducted before the FCC en banc last Thursday, with counsel for WFAA Dallas and WBAP Fort Worth requesting two half-licenses each so they may share time on two frequencies.

Carter Publications Inc. (WBAP) and A. H. Belo Corp. (WFAA) share time on 820 kc with 50 kw and jointly own and alternately operate KGKO, on 570 kc with 5 kw. FCC in a proposed decision last fall said the arrangement is a violation of the duopoly rule [BROADCASTING, Nov. 19].

George Smith, counsel for Carter Publications, pointed out that a pending application for division of the KGKO license between Carter and Belo for competitive share-time operation of 570 kc would eliminate joint ownership of KGKO and provide for completely independent use of the frequency by the two licensees. KGKO would be liquidated and time on 570 kc would be divided equally.

Half Licenses Each

Operations of WBAP and WFAA in their respective periods on the KGKO frequency, Mr. Smith asserted, would be "entirely independent" of each other "except for such cooperation as is required of any share-time stations." Under that arrangement, he explained, Carter and Belo would each have two half-licenses—one for 820 kc and one for 570.

Philip G. Loucks, counsel for Belo Corp., maintained that the proposed operation actually would be equivalent to operation of one fulltime station by WFAA and one fulltime station by WBAP —each operating halftime on 820 kc with 50 kw and halftime on 570 kc with 5 kw. He said the "cooperation" between Carter and Belo which FCC attacked in its proposed decision had never reached a point where one would be willing to operate the 5-kw station fulltime and let the other have fulltime use of the 50-kw outlet.

"We concede this is not the most satisfactory operation in the world but it beats halftime operation," Mr. Smith asserted. "It gives each licensee an opportunity to operate fulltime, even though it would have to accomplish this by operating two halftime stations."

Exchanges Resumed

AN ASSOCIATION interrupted in 1939 when Canada entered World War II, has been resumed in the exchange of radio programs originating on MBS with those heard on CBC. Over a dozen Mutual programs are now heard in Canada over CBC as well as two feature Canadian shows being heard in the U. S. via MBS.

Parts Makers

(*Continued from page 20*)

for their use will soon make the radio industry one of the largest in the nation," Mr. Clough declared.

Speaking to more than 1,800 in attendance at the radio parts keynote dinner, Monday, O. Fred Rost, publisher of *Electrical Wholesaling* said the period of strikes and delays which the industry had been subjected to had proven providential in "providing a period for thinking and realignment of our prospective."

"Production can meet any challenge, as proven by our war record," he declared.

He cited as an indication of the vast market open to parts manufacturers, reports that 3,500,000 rural homes throughout the nation would be using electrical power for the first time, within the next five years.

Geddes Statement

The nation's radio parts industry is now 60% behind its anticipated production quota, Mr. Geddes declared Wednesday at the conference and show.

The RMA vice president and general manager declared that in some instances, parts production is less than 10% of its quota.

The bottle-neck of parts and receiver production, he said, is the OPA.

"Costs have gone up tremendously, both for labor and material. Yet OPA has allowed only an 8% increase to the receiver manufacturer while allowing 15% to the parts manufacturer. Industry cannot operate on this type of hocus-pocus."

Mr. Geddes cited as an example of OPA "ham-stringing" the fact that "not one receiver tube has been sold at a profit since the war."

Free Enterprise

He declared radio industry was willing to stand or fall on the principles of free enterprise on a competitive market. "The time has come," Mr. Geddes declared, "for the Government to give us back our business."

Mr. Geddes said that if OPA were to lift price ceilings on radio equipment, the increased cost would be less than 10%, and that only for a period of 90 days.

"After that, with full production on a competitive basis, the industry will be able to sell to the consumer below present OPA levels," he stated.

Amateur Study

Mr. Geddes also announced to the meeting the appropriation of $25,000 to make a complete study of the amateur radio field with the intention of advancing, developing and fostering amateur radio enthusiasts to more active participation in this specialized field of communications.

Mr. Geddes' announcement followed closely on the heels of reports by Mr. Milton Deutchmann, newly elected member of the NEDA board of directors, that only 15,000 of the licensed 50,000 amateurs in the nation were actively engaged in operation of their transmitters.

Mr. Clough, president of NEDA, said amateur licenses could be expected to increase more than 500,000 within the next five years.

Clash on Political Viewpoint Causes Switch of News Analyst

CANCELLATION of a broadcast by Dr. Gerhard Schacher, international news analyst and one-time CBS commentator, on WCFL, Chicago's AFL station, has caused quite a furor between the Gourfain-Cobb agency, representing the Erie Clothing Co. sponsor of the analyst on WCFL for the last two years, and Maurice Lynch, general manager of WCFL.

Propaganda

Mr. Lynch said Dr. Schacher was ousted because he would not submit his script for inspection and because he was preaching Russian propaganda. "We do not feel that we are compelled to offer time to someone who disseminates that type of propaganda," Mr. Lynch declared.

On the other hand, Ed Gourfain of the agency said the station did not give a satisfactory reason for dropping Dr. Schacher. Contradicting Mr. Lynch, he stated that Dr. Schacher did submit his script for inspection and "while Mr. Lynch may call Dr. Schacher's talks 'propaganda' because of his own personal prejudice, many other people call it truth."

Sends FCC Copies

Mr. Gourfain revealed that he was sending a report to the FCC including photostatic copies of letters, representative of public opinion on the value of this program. "I shall also report that we feel it was refused broadcast for reasons in violation of a free radio," he declared.

Following the WCFL cancellation, Erie Clothing Co. moved Dr. Schacher's program to another local station, WJJD (52 weeks, effective May 13).

While Mr. Lynch stated "this is our business and not the public's," the agency feels that "it is definitely something the people should decide."

On one of the last programs on WCFL the sponsor substituted the following announcement in place of a commercial:

"This is the final week of Dr. Schacher's broadcast on this station. Negotiations are now underway for time on another station which will be announced in the newspapers. Many of you have written stating your opinion that this news program has had unusual value in these times of complex international maneuvering. The Erie Clothing Co. has sponsored these programs for the past five years because enough of you have agreed that this has been a program distinctly in the public service to make it commercially valuable to the two Erie Clothing Co. stores. Your support is the only factor which has made these broadcasts possible. It is the only factor which can continue to bring them to you. Dr. Schacher is a seasoned historian, an eye witness reporter at the old Court of the League of Nations. He knows and understands the machinery of international relationship. His understanding is vital in the current world effort to establish a United Nations Organization that will guarantee peace and security of all the peoples of all the world. Perhaps you don't like to write letters to radio programs. If you have an opinion about this one please take the time to write now to Erie . . ."

RINE HEADS WWVA; MILLER IS ASSISTANT

WILLIAM E. RINE, commercial manager of WWVA Wheeling, was appointed managing director of the station last Tuesday succeeding the late George W. Smith who died May 9 [BROADCASTING, May 13], George B. Storer, president of the Fort Industry Co., announced.

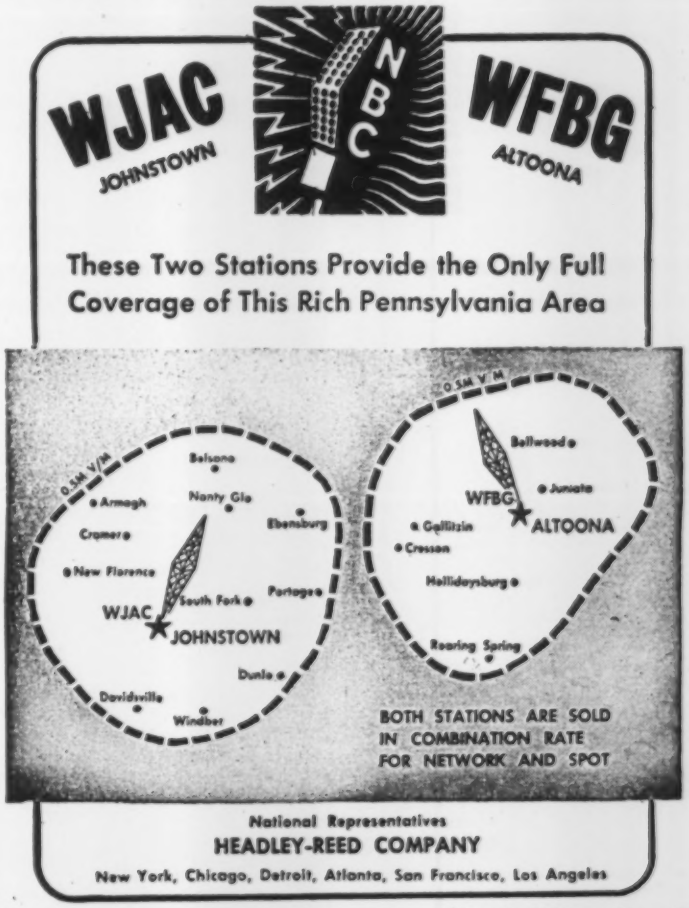
Mr. Rine

Mr. Rine immediately named Paul J. Miller, production manager, as his assistant. Mr. Miller will continue to supervise the production department in addition to his managerial duties.

Native of Wheeling, Mr. Rine, 37, received his early education in that city. He joined the WWVA commercial staff in December 1932 and in 1943 was elevated to the commercial managership. He also served as assistant to Mr. Smith.

In 1940 Mr. Rine married Caryl Hudgson of Wheeling. They have three children, Caryl Lee, 5; John William, 3, and Thomas Michael, 4 months.

Mr. Miller has been with WWVA since Dec. 15, 1931, when he became an announcer on the station. He is a native of Pittsburgh.



Siepmann

(*Continued from page 20*)

$8,000 per year, plus transportation from his home in Newfane, Vt. to Washington, D. C. and return, plus $6 per diem while actually on duty in Washington."

Worked 20 Days

Mr. Siepmann completed his assignment in "20 days and 6½ hours" and the total paid him was $670.17 in salary, with the amount for per diem expense "including time taken to travel, $169.50."

"While on duty with the Commission, Mr. Siepmann did not himself have access to the confidential files of the Commission," wrote Acting Chairman Denny. "He was supplied with the files necessary and appropriate for his work in the Commission, all of which could be made available to any qualified person making an appropriate showing under Section 1.5(d) of the Commission's Rules & Regulations which provides that files of the Commission not otherwise open for public inspection may be made available upon written request describing the document to be inspected and the reasons therefor."

Mr. Siepmann was "one of a group of employes who participated in the preliminary drafting of a report which subsequently formed the basis of the Commission's report dated March 7, 1946, Public Service Responsibility of Licensees," wrote Mr. Denny.

This "preliminary draft," he said, was "extensively discussed and substantially revised by members of the Commission and its staff." The report had the "unanimous approval" of the Commission, he added.

"An examination of Mr. Siepmann's book fails to reveal the use of any confidential or classified data, whether or not relating to the security of the United States, or the use of any other Commission data not available to other qualified persons making application pursuant to the provisions of Section 1.5(d) of the Commission's Rules & Regulations," said the FCC acting chairman's letter.

"As you know," concluded Mr. Denny, "the right of Government employes to express their opinions and to set forth factual data concerning matters within their particular competence has not heretofore been abridged."

As an afterthought Mr. Denny penned the following P.S.: "Dear Senator Bridges: I am taking the liberty of enclosing a copy of the Commission's report of March 7, 1946, entitled 'Public Service Responsibility of Radio Licensees.' I am sure you will find it interesting. This is the report in the preliminary drafting of which Mr. Siepmann assisted. CRD." [EDITOR'S NOTE: Formal title of the March 7 document released by the FCC is "Public Service Responsibility of Broadcast Licensees."]

Reminiscing

KDKA ANNOUNCER Bill Hinds and Singer Buzz Aston, who have just returned to civilian life after service in the armed forces, have been presented a large oil painting of themselves. Titled "Prattle Fatigue," picture was painted by W. B. McGill, Westinghouse Radio Stations advertising manager, who portrayed them while exchanging war experiences in a Philadelphia USO Canteen. Presentation was made on Mr. Hinds' *Brunch With Bill* show by Mr. McGill, who went to Pittsburgh for the occasion.

WSW continues to put public service first, although leading all Pittsburgh stations in total sponsored time.

E maintain thirty regular "pick-up points" for remote broadcasts of important public-interest features.

PORTS coverage is complete, with play-by-play broadcasts of baseball, football, hockey and other major sports.

HEN you want intimate coverage of this rich industrial market, include WWSW —Pittsburgh's only 24-hour station.

Represented by Forjoe and Company

WWSW, INC.
PITTSBURGH, PA.

German Mikes

GERMAN microphones of supersensitivity and small dimension have possible application in lightweight telephone hand sets, according to the Office of the Publication Board, Dept. of Commerce, in a report issued Thursday. It is based on a survey of equipment of seven German firms by the Joint Intelligence Objectives Agency. Report can be obtained from the board at the Dept. of Commerce, Washington 25, D. C., with check or money order payable to the Treasurer of the United States. Report is PB-7762. Photostat is $3, microfilm 50 cents.

Press Wireless Begins Testing With New York-Maine Program

BROADCASTERS throughout the country this week are watching with interest the radio relay tests of program material begun yesterday by Press Wireless [BROADCASTING, May 13].

Using its regularly assigned frequencies, ranging from 4665-18,510 kc, Press Wireless, in cooperation with FCC engineers, is testing the feasibility of transmitting regular broadcast material by radio rather than land lines. First program was a 15-minute spot at 11 a.m. Sunday, beamed at Maine from Hicksville, N. Y. Sunday's transmissions included moduplex and were beamed to Maine, eastern Massachusetts and Washington, D. C.

Tests Monday

Today tests were to begin at 10 a.m. with a relay from Los Angeles to Washington. First retransmission was to be on 15,910 kc from Los Angeles with the original transmission from Hicksville to Los Angeles on 17,910 kc. Other tests were to be at 10:15 a.m. on the same frequencies, using moduplex in both directions; 10:30 a.m., same frequencies, moduplex New York to Los Angeles; 10:50 a.m., 5352.5 kc, direct from Hicksville to Washington and vicinity; 3 p.m., 7625 kc, from Hicksville to Central North Carolina; 7 p.m., same.

Broadcasters in each area to which the transmissions are being beamed have been asked by the FCC and Press Wireless to make recordings and report their findings to the Commission. Following is the remainder of the schedule:

May 21—11 a.m., 11,640 kc, Hicksville to Georgia, A3 emission; 3 p.m., 13,185 kc, Hicksville to southern Florida, moduplex; 7 p.m., 11,640 kc, Hicksville to southern Fla., A3; 9 p.m., 7625 kc, Hicksville to southern Fla., A3; 11 p.m., 6920 kc, Hicksville to Ala., A3.

May 22—10 a.m., 13,185 kc, Hicksville to Ala., A3; 1 p.m., 15,730 kc, Hicksville to southern Texas, moduplex; 4 p.m., 15,730 kc, Hicksville to southern Texas, A3; 9 p.m., 8810 kc, Hicksville to southern Texas, moduplex; 11:30 p.m., 11,640 kc, Hicksville to Ariz., A3.

May 23—11 a.m., 15,910 kc, Hicksville to Ariz., A3; 3 p.m., 17,910 kc, Hicksville to southern Calif., moduplex; 8 p.m., 15,610 kc, Hicksville to southern Calif., A3; 11:30 p.m., Hicksville to southern Calif., moduplex.

May 24—11 a.m., 15,910 kc, Hicksville to northern Calif., A3; 5 p.m., 15,730 kc, Hicksville to northern Calif., A3; 11:30 p.m., 8810 kc, Hicksville to Oregon, A3.

May 25—11 a.m., 15,910 kc, Hicksville to Oregon, A3; 1 p.m., 15,730 kc, Hicksville to Idaho, Montana, Wyoming, A3; 7 p.m., 15,610 kc, Hicksville to Idaho, Mont., Wyo., A3; 10:30 p.m. 9390 kc, Hicksville to Idaho, Mont., Wyo., A3; 11:30 p.m., 8810 kc, Hicksville to Nebraska, A3.

May 26—11 a.m., 13,185 kc, Hicksville to Neb., A3; 12 noon, 13,185 kc, Hicksville to Okla., A3; 4 p.m., 13,185 kc, Hicksville to Okla., A3; 7 p.m., 11,640 kc, Hicksville to southern Lake Michigan area, A3; 10:30 p.m., Hicksville to So. Lake Mich. area, A3.

May 27—10 a.m., 11,640 kc, Hicksville to So. Lake Mich. area, A3; 1 p.m., 7625 kc, Hicksville to Sou. W. Va., A3; 4 p.m., 7625 kc, Hicksville to So. W. Va., A3; 7 p.m., 6920 kc, Hicksville to W. Pa., Ohio, A3; 10 p.m., 5352.5 kc, Hicksville to W. Pa., Ohio, A3.

May 28—10 a.m., 5975 kc, Hicksville to W. Pa., Ohio, A3; 1 p.m., 4665 kc, Hicksville to Southeastern Pa., A3; 4 p.m., 17,910 kc, relay from Los Angeles to southeastern Pa., 15,750 kc, from Hicksville, A3 each direction; 4:15 p.m., 17,910 kc relay from Los Angeles to southeastern Pa., 15,730 kc from Hicksville, moduplex each direction; 4:30 p.m., 17,910 kc, relay from Los Angeles to southeastern Pa., 15,730 kc from Hicksville, moduplex N. Y. to Los Angeles; 9 p.m., 4665 kc, Hicksville to southeastern Pa., A3; 10:15 p.m., 13,185 kc, relay from Los Angeles to southeastern Pa., 9390 kc from Hicksville, A3 each direction; 10:30 p.m., 13,185 kc, relay from Los Angeles to southeastern Pa., 9390 kc from Hicksville, moduplex each direction; 10:45 p.m., 13,185 kc, relay from Los Angeles to southeastern Pa., 9390 kc from Hicksville, moduplex N. Y. to L. A.

May 29—11 a.m., 4665 kc, Hicksville to eastern N. Y., A3; similar tests at 3 p.m., 7 p.m., 10 p.m.

ATOM TOWN SEEKS ITS SECOND LOCAL

OAK RIDGE, Tenn., a community "made" rather than destroyed by the atomic bomb, will have two radio stations if FCC approves an application reported last week. Highlands Broadcasters Inc. applied for a 250-w fulltime outlet on 1450 kc in the town that didn't exist until the atom bomb project was established there.

Frank E. Pellegrin, NAB director of broadcast advertising, and Homer H. Gruenther, Washington representative of Omaha Chamber of Commerce, received a grant in April for a new station at Oak Ridge using 1490 kc with 250 w fulltime [BROADCASTING, April 8].

Highlands is headed by Sam K. Carson (15%) an attorney, of Clinton, Tenn. G. Paul Crowder, a Navy veteran, owns 50% and would be general manager and secretary-treasurer. S. O. Ward of Lakeland, Fla., owner of WLAK Lakeland and stockholder in WLAC Nashville and WHUB Cookeville, Tenn., owns 20%. Remaining 15% is held by Leonard E. Ladd, attorney at Clinton.

Applicants say the intellectual level of Oak Ridge residents is above average because of the number of scientists and other specialists employed there, and that programming would be planned accordingly.

The PAYOFF Station
In the West's Most Concentrated Area
UBC KSFO UBC
San Francisco
Universal Network's Key Station for Northern California

Radio Homes Increase

(*Continued from page 13*)

tion factor for adjustment upward of the November figures is not available.

Improved Average

Improvement in the average condition and facilities of U. S. homes was shown in the 1940-45 period, according to J. C. Capt, Census Bureau director. The number of urban occupied dwelling units increased 3,000,000 contrasted to a decline of 800,000 in the number of rural-farm occupied dwelling units and an increase of 400,000 in rural-nonfarm units.

Many of the new homes set up in the 1940-45 period were equipped with radio, even after sets practically went off the market in 1943, since parents gave up extra sets to young couples. Some of the new production also went into replacement of worn-out sets or those needing repair, with still others going into the extra-set category.

The bureau found that the median size of households declined from 3.3 persons in 1940 to 3.1 persons in 1945. Size of families follows: 1 person, 3,481,000 (9.3%) in 1945, 2,677,000 (7.7%) in 1940; 2 persons, 10,529,000 (28%) in 1945, 8,630,000 (24.8%) in 1940; 3 persons, 8,597,000 (22.9%) in 1945, 7,796,000 (22.4%) in 1940; 4 persons, 6,817,000 (18.1%) in 1945, 6,325,000 (18.1%) in 1940; 5 persons, 1,018,000 (2.7%) in 1945, 4,013,000 (11.5%) in 1940; 6 persons, 1,018,000 (2.7%) in 1945, 2,360,000 (6.8%) in 1940; 7 persons; 1,018,000 (2.7%) in 1945, 1,341,000 (3.6%) in 1940; 8 or more, 1,146,000 (3%) in 1945, 1,713,000 (4.9%) in 1940.

More than seven-eighths of occupied dwelling units had electric lights, it was found, amounting to 33,356,000 or 89%. Of urban homes, 98% had electricity and 90% of rural-nonfarm homes were so equipped. Of rural-farm homes, 52% had electricity. Increase of a million rural-farm homes with electricity occurred in the five-year period.

Occupied dwellings contained about the same number of rooms in 1945 as those in 1940, the Bureau found.

Occupied dwelling units with radios for 1945 and 1940, as announced by the Census Bureau, follow:

Area and Radio	*Estimated Number 1945*	*1940*	*Increase, 1940 to 1945[1] Number*	*Percent*	*Percent 1945*	*1940*
United States						
Total occupied dwelling units	37,600,000	34,855,000	2,745,000	7.9	100.0	100.0
With radio	33,998,000	28,847,000	5,151,000	17.9	90.4	82.8
No radio	3,602,000	6,008,000	−2,406,000	−40.0	9.6	17.2
Urban						
Total occupied dwelling units	23,748,000	20,597,000	3,151,000	15.3	100.0	100.0
With radio	22,416,000	18,925,000	3,491,000	18.4	94.4	91.9
No radio	1,332,000	1,672,000	−340,000	−20.3	5.6	8.1
Rural-Nonfarm						
Total occupied dwelling units	7,533,000	7,151,000	382,000	5.3	100.0	100.0
With radio	6,741,000	5,647,000	1,094,000	19.4	89.5	79.0
No radio	792,000	1,504,000	−712,000	−47.3	10.5	21.0
Rural-Farm						
Total occupied dwelling units	6,319,000	7,107,000	−788,000	−11.1	100.0	100.0
With radio	4,841,000	4,277,000	564,000	13.2	76.6	60.2
No radio	1,478,000	2,830,000	−1,352,000	−47.8	23.4	39.8

[1]A minus sign (−) denotes decrease.

Figures by Broadcast Measurement Bureau, according to states, follow:

State	JANUARY 1, 1946 Total Families	% with Radio	Radio Families	State	APRIL 1, 1940 Total Families	% with Radio	Radio Families
Ala.	719,000	71.6	515,000	Ala.	673,815	49.4	332,776
Ariz.	169,800	82.4	139,900	Ariz.	131,133	69.0	90,394
Ark.	487,000	72.5	353,000	Ark.	495,825	50.9	252,148
Calif.	2,784,000	96.0	2,673,000	Calif.	2,138,343	92.9	1,987,204
Col.	332,100	91.4	303,600	Col.	316,000	84.5	267,295
Conn.	516,600	97.5	503,900	Conn.	448,682	95.7	429,260
Del.	81,000	92.6	75,000	Del.	70,541	87.0	61,380
D. C.	234,000	96.2	225,000	D. C.	173,445	93.7	162,446
Fla.	614,000	79.5	488,000	Fla.	519,887	64.8	336,803
Ga.	792,000	72.7	576,000	Ga.	752,241	52.5	394,755
Idaho	141,700	92.4	131,000	Idaho	141,727	86.4	122,471
Ill.	2,330,000	95.7	2,230,000	Ill.	2,192,724	92.3	2,023,969
Ind.	1,048,000	93.4	979,000	Ind.	961,498	88.2	848,325
Iowa	682,200	94.5	644,700	Iowa	701,824	90.2	633,168
Kan.	523,800	90.6	474,500	Kan.	511,109	83.0	424,457
Ky.	688,000	81.0	557,000	Ky.	698,538	65.3	456,633
La.	651,000	73.4	478,000	La.	592,528	53.3	315,261
Me.	224,100	92.2	206,600	Me.	218,968	86.5	189,300
Md.	563,000	93.3	525,000	Md.	465,683	88.1	410,164
Mass.	1,183,400	97.9	1,158,900	Mass.	1,120,694	96.2	1,077,642
Mich.	1,596,000	96.4	1,538,000	Mich.	1,396,014	93.4	1,304,149
Minn.	723,500	95.2	689,000	Minn.	728,359	91.2	664,296
Miss.	541,000	66.2	358,000	Miss.	534,956	39.9	213,312
Mo.	1,089,400	89.0	969,100	Mo.	1,068,642	79.9	853,299
Mont.	148,400	92.3	137,000	Mont.	159,963	86.2	137,900
Neb.	350,800	91.6	321,200	Neb.	360,744	84.7	305,681
Nev.	45,800	89.3	40,900	Nev.	33,291	81.4	27,119
N. H.	135,200	94.2	127,400	N. H.	132,936	90.0	119,664
N. J.	1,217,000	97.5	1,186,000	N. J.	1,100,260	95.5	1,050,612
N. M.	133,400	73.5	98,000	N. M.	129,475	53.2	69,053
N. Y.	3,759,000	97.6	3,667,000	N. Y.	3,662,113	95.5	3,498,754
N. C.	817,000	78.3	640,000	N. C.	789,659	61.8	487,353
N. D.	137,700	93.5	128,800	N. D.	152,043	88.4	134,437
Ohio	2,085,000	95.4	1,989,000	Ohio	1,897,796	91.7	1,739,399
Okla.	571,000	82.7	472,000	Okla.	610,481	68.8	420,182
Ore.	412,000	93.7	386,000	Ore.	337,492	88.7	299,226
Pa.	2,624,000	95.7	2,512,000	Pa.	2,515,524	92.4	2,323,980
R. I.	205,100	97.7	200,300	R. I.	187,706	95.7	179,652
S. C.	455,000	71.2	324,000	S. C.	434,968	49.6	215,636
S. D.	150,600	91.4	137,700	S. D.	165,428	84.6	139,854
Tenn.	770,000	79.2	610,000	Tenn.	714,894	62.5	446,943
Tex.	1,846,000	81.3	1,500,000	Tex.	1,678,396	66.9	1,122,042
Utah	166,700	95.9	159,800	Utah	139,487	92.4	128,923
Vt.	88,600	93.6	82,900	Vt.	92,435	88.6	81,905
Va.	724,000	81.4	589,000	Va.	627,532	67.1	421,078
Wash.	667,000	94.5	630,000	Wash.	537,337	90.6	486,684
W. Va.	451,000	85.8	387,000	W. Va.	444,815	75.1	334,239
Wis.	852,000	95.5	814,000	Wis.	827,207	91.7	758,449
Wyo.	73,100	91.4	66,800	Wyo.	69,374	84.4	58,531
U. S. Total	37,600,000	90.4	33,998,000	**U. S. Total**	34,854,532	82.8	28,838,203

AS A finale to the Automotive Golden Jubilee celebration to be broadcast June 1 on NBC, 11 p.m., network will fly Fred Waring and his Pennsylvanians from New York to Detroit to put on an hour-long show in the Olympic Arena.

NBC on 590 is a WOW for OMAHA Plus

WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

CBS Affiliates

SECOND meeting this year of the CBS Affiliate Advisory Board will be held in New York May 23-24. The board, which represents 149 independently owned station affiliates, will meet with Columbia executives, Frank Stanton, president; Joseph H. Ream, vice president and secretary; Frank K. White, vice president and treasurer and Adrian Murphy, vice president. Advisory board directors are E. E. (Ted) Hill, WTAG Worcester; I. R. Lounsberry, WKBW Buffalo; C. T. Lucy, WRVA Richmond, Va.; W. H. Summerville, WWL New Orleans; F. C. Eighmey, WTAD Quincy, Mass.; Arthur Church, KMBC Kansas City; Clyde Coombs, KARM Fresno; Glenn Marshall Jr., WFOY St. Augustine; Kenyon Brown, KOMA Oklahoma City.

'SAFETY' CLAUSE
New KC IBEW Contract
Has 'Trick' Provision

STRICTLY a "safety measure" is a clause, inserted in new IBEW contracts submitted to Kansas City stations, that prevents technicians from working simultaneously on a station's AM and FM transmitters. At least that is the claim of local union negotiators who have concluded discussions with Kansas City outlets.

IBEW headquarters in Washington denied that it knew of any ban on simultaneous AM-FM transmitter operation and contended that it is doing absolutely no "featherbedding." It conceded that such a clause might be inserted by a local in an individual contract but said it was not the policy of the international union.

The clause IBEW is trying to use in Kansas City reads: "No technician shall operate more than one transmitter simultaneously."

Staff Members Chosen For New Odessa Outlet

KRIG Odessa, Tex., 1410 kc, 1000 w, soon to go on the air, last week announced appointment of staff members. John Thorwald, AAF major and veteran of 26 years in radio, is general manager, with C. M. Garnes, former program director of WSAV Savannah, his assistant. Mr. Thorwald is former general manager of WRR Dallas. Sales manager is E. H. "Chunky" Hendrick, Army captain recently released from service.

Other staff members include: Robert Nash, continuity chief; Harry C. Dillingham, Roy Pearce, Billy Lee, announcers; William Brookins, in charge of music. Engineering staff includes: Benard Burson, Tom Yates, and Earl Pace. The majority are veterans.

Nearly 2 MILLION Listeners in a 2 BILLION Dollar Market

Sales Management figures reveal WLAW serves a $2,198,419,800 market in a 3 state New England area. WLAW stands ready to introduce you to this market day or night with its 5000 watt "voice".

5000 WATTS 680 Kc.
50,000 WATTS . . . SOON!!

Basic Station
American Broadcasting Co.

WLAW
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

NAB District Meet

(*Continued from page 18*)

of local news. Walter Johnson, WTIC Hartford, outlined revisions in the standard contract form to be submitted to the Sales Managers Executive Committee, which meets June 5-7 in Washington.

Among resolutions were: Pledging loyal support to President Miller in his leadership; commending BMB; pledging support to BMI; requesting NAB to act on behalf of equitable labor legislation. Difficulty of identifying transcribed programs and announcements was discussed and it was agreed there was no logical reason to identify discs of one minute or less.

Music Discussion

Rumblings of a music war, referred to as the "Battle of 1949," were heard. Merritt E. Tompkins, BMI vice president and general manager, warned that ASCAP is getting ready for another "onslaught" against the industry when contracts expire at the end of 1949. He charged ASCAP demands will become increasingly unreasonable. "It is not too soon to begin preparations for the battle," he said, and alluded to television rights which expire with publishers in 1948.

Carl Haverlin, MBS vice president in charge of station relations and a former BMI vice president, declared broadcasters probably would be paying 15% of their net for music were it not for BMI. C. E. Arney Jr., NAB secretary-treasurer, said the 1940 consent decree gave broadcasters the chance to buy music on a per-program basis but less than 150 stations take advantage of this plan, a situation he termed dangerous.

Mr. Morency said ASCAP is getting foreign music as ammunition for the coming battle. Roy Harlow, BMI station relations director, said broadcasters can make hit tunes by playing more BMI music. Other speakers were Alex Sherwood, Standard Radio; John Langlois, Lang-Worth; Addison Amor, NBC Recording; Burt Squire, SESAC; Eddie Kasper, Kasper-Gordon.

Attending the Boston meeting were:

George Lasker, Yale Lasker, WORL; Harold E. Fellows, King Horton, H. Roy Marks, WEEI; Linus Travers, John Shepard 3d, George Steffy, Murray Davis, John Thornton, Harry Martin, Claire Crawford, Yankee Network; Bud Armstrong, Craig Lawrence, Norbert O'Brien, Harry Goodwin, Jack Maloy, WCOP; Larry Flynn, W. S. Pote, WMEX.

James L. Spates, J. W. Haigis Jr., H. W. Nichols, WHAI; Melvin Lahr, Angus Bailey, WSAR; Mildred P. Stanton, WORC; Monroe B. England, John Parsons, WBRK; A. J. Brissette, E. E. Hill, Robert Booth, WTAG; Q. A. Brackett, Wayne Latham, WSPR; Irving E. Rogers, James T. Mahoney, David M. Kimel, Fred Sullivan, WLAW; James Patt, WNBH; Robert Donahue, Robert Feldman, G. Harrison, A. S. Moffatt, WMAS; Charles De Rose, WHYN; Harold H. Meyer, WSTC; Glover Delaney, F. Bieber, WTHT; F. M. Doolittle, Walter Haase, Harvey Olson, Wm. F. Malo, WDRC.

Ralph Kanna, WHTD; Paul W. Morency, Walter Johnson, L. J. Patricelli, WTIC; Walter M. Windsor, WKNB; James T. Milne, WNHC; E. J. Frey, WBRY; Harold Thomas, James Parker, WATR; G. E. Gatchell, Arthur Atherton, Dick Bates, WGAN; William H. Rines, G. F. Kelley, WCSH; Murray Carpenter, Keith Field, WPOR; Jack Atwood, WRDO; Edward Guernsey, WLBZ; Carleton D. Brown, WTVL; H. D. Glidden, WAGM; Fred and Francis Simpson, WABI; Jon Libby, F. Couture, WCOU; David Carpenter, R. Bath, WKNE; Bert Georges, Winslow Bettison, C. W. Gray, WHEB.

Martin B. Avery, WLNH; Melvin Green, E. G. St. Aubin, Warren Brewster, Wm. Engel, WFEA; Vincent Chandler, D. C. Ayer, Hervey Carter, Gordon Moore, Robert J. Collins, WMUR; Cleve Wilkinson, R. A. Kelley, WKXL; C. P. Hasbrook, J. Swan, WCAX; P. Weiss, WSYB; John J. Boyle, WJAR; Wallace A. Walker, Howard Thornley, WFCI; M. S. Parker, WEAN; Fred Ripley, WPRO; Bill Schudt Jr., CBS; Burt Squire, Kurt Jadassohn, SESAC.

Merritt E. Tompkins, Roy Harlow, BMI; H. S. Killgore, Collins Radio; John Langlois, Langworth Trans.; Aaron Bloom, Eddie Kasper, Kasper-Gordon; J. J. Weed, D. F. Baird, Weed & Co.; Joseph Lopez, WICC; R. O. Marcoux, Maine Broadcasting System; Sanford Skinner, M. M. Cole; Addison Amor, NBC; Carl Haverlin, MBS; Al Brayshaw, Associated Press; Otis Raywalt, Walker Co.; Hugh Feltis, BMB; H. I. Cristal, Edward Petry Co.; Alex Sherwood, Standard Radio; Pete Schloss, ABC; Carl Watson, NBC; R. I. Mason, RCA; Daniel Sullivan, Daniel Sullivan Co.; Geo. Jaspert, Geo. Jaspert Co.; M. J. Rifiin, F. W. Ziv Co.; Justin Miller, Frank E. Pellegrin, C. E. Arney Jr., NAB; S. J. Paul, BROADCASTING.

Registrants at the 3d District meeting follow:

Milton F. Allison, WPEN; Addison Amor, NBC; E. C. Anderson, WEST; C. E. Arney, NAB; Murray Arnold, WIP; David M. Baltimore, Herman Baltimore, WBRE; W. A. Banks, Dolly Banks, WHAT; Aurelia Becker, WTBO; Ken Beghold, Capitol Transcriptions; H. C. Burke, WBAL; Helen Bishop, Radio Anthracite; Otto Brandt, ABC; J. C. Burwell, WMBS; L. B. Clawson, WDAD; E. D. Clery, WIBG; R. W. Clipp, WFIL; G. D. Coleman, WGBI; Sam Collins, WDAD; Joseph T. Connolly, WCAU.

A. W. Dannenbaum, WDAS; J. M. Davis, WIBG; V. C. Diehn, WAZL; Sam Elber, WIP; Hugh Feltis, BMB; H. A. Fridenberg, Margree Adv. Corp.; R. A. Gaul, WRAW; Benedict Gimbel, WIP; A. W. Graham, WKST; D. Graham, WILM; Charles Godwin, MBS; B. D. Gregory, Schenley Affiliates; J. R. Gulick, WGAL.

L. W. Haeseler, RCA; Kolin Hager, SESAC; W. Hardy, WFMD; Roy Harlow, BMI; C. Harris, WIP; M. J. Hinlein, WEEU; L. Jacobs, Tel. Pic. Syndicate; K. A. Jadassohn, SESAC; A. Josephsen, RCA; G. E. Joy, WRAK; L. Kapner, WCAE; R. S. Keller, Burn-Smith Co. Inc.; H. Kendrick, WHGB; Jan King, WEDO.

C. O. Langlois, Lang-Worth Trans.; G. B. Larson, WPEN; S. Leaveitt, Radio Anthracite; C. R. McCollough, WGAL; A. McCracken, Beth Globe Times; Mrs. F. McQuire, WIP; J. W. Mackey, WRAK; R. G. McGee, WEEU; J. E. Mathoit, WGAL; Don Mercer, NBC Radio Inc.; T. Metzger, WMRF; L. W. Milbourne, WCAO; H. E. Miller, WORK; Justin Miller, NAB; W. O. Miller, WGAL; R. H. Minton, WIP; C. G. Moss, WKBO; J. T. Murphy, NBC; B. B. Musselman, WSAN.

J. M. Nassau, WEEU; Lee Neal, WIP; I. Ostroff, WHAT; L. M. Patee, BMI; L. H. Peard, WCAO; F. E. Pellegrin, NAB; C. R. Petrie, Steel City Broadcasting Co.; Don Petty, NAB; T. B. Price, WWSW; R. N. Pryor, WCAU; A. K. Redmond, Dick Redmond, WHP; R. S. Reider, Eastern Radio Corp.; D. E. Robinson, BMB; D. H. Rosenblum, WISR; Walter Rothensies, WSBA.

W. A. Schudt, CBS; G. G. Scott, Federal Tel. & Radio Corp.; Alex Sherwood, Standard Radio; S. Skinner, M. M. Cole Trans. Lib.; F. R. Smith, WWSW; H. R. Smith, WKOK; Bert Squire, SESAC; A. W. Stark, INS; F. M. Stearns, Associated Press; Jack Steck, K. W. Stowman, J. E. Surrick, WFIL; G. L. Sutherland, WILM; R. F. Thompson, WFBG; J. L. Tinney, WCAU; S. W. Townsend, WKST; J. Trautfelter, WFBR;; J. C. Tully, WJAC; J. Gorman Walsh, WDEL; G. S. Wasser, KQV; H. Wasserman, Valley Broadcasting Co.; D. R. Williams, Associated Press; R. L. Wilson, WMAJ.

INDUSTRY PROBLEMS received a complete airing at the May 13-14 meeting of the NAB 2d District in Boston. Among those at session were (front row, l to r): Leonard T. Bush, Compton Adv.; Harold E. Fellows, WEEI; E. E. Hill, WTAG; Paul W. Morency, WTIC; John Shepard 3d, Yankee Network; A. N. Armstrong Jr., WCOP. Back row, David M. Kimmel, WLAW; George Lasker, WORL; Harold H. Meyer, WSRR; Howard W. Thornley, WFCI; Hervey Carter, WMUR; William H. Rines, WSCH; Fred R. Tipley, WPRO; Walter B. Haase, WDRC; James T. Mahoney, WLAW; Wallace H. Walker, WFCI.

CBS Western Stations Slate June 3-5 Clinic

TO DISCUSS broad field of programming, 23 CBS Western Division stations will be represented in Hollywood, during network's second annual regional program clinic, June 3 through 5. Hal Hudson, CBS western program director, will serve as clinic chairman for three day agenda arranged by Edwin W. Buckalew, network Western Division field manager of station relations.

Highlighting conclave will be addresses by representative advertising personnel including Raymond R. Morgan, president of Raymond Morgan Co.; Glenhall Taylor, vice president in charge of Young & Rubicam Hollywood office; Bert Oliver, Hollywood manager of Foote, Cone & Belding; Donald Breyer, account executive of Brisacher, Van Norden & Staff; Mann Holiner, vice president in charge of radio for Lennen & Mitchell. Arch Oboler will also speak along with key executives of CBS Western Division representing various operating sections.

Ware Heads Applicant

WILLIAM E. WARE, western sales manager of North Central Broadcasting System and its Mississippi Valley Network, whose resignation was announced last week, has been named vice president and general manager of the Nonpareil Broadcasting Co., Council Bluff, Iowa. Company, recently organized, has application for 5 kw station pending before FCC.

SIGNALS FROM CLEVELAND'S *Chief* STATION

The Cleveland Press Radio Poll conclusively proves that WJW signals reach a larger daytime audience in Cleveland than any other regional station!

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Atlass

(*Continued from page 15*)

in Washington said the contract had a "no-strike" clause providing that union members would continue to work during arbitration. Headquarters sent two investigators to Chicago.

Mr. Atlass said he refused to pay a standby fee because such would be a violation of the Lea Act. Section 506 (a) (4) makes it unlawful to use force or threats "or other means" to force a broadcaster to pay for services not rendered.

No Complaints Filed

J. Albert Woll, U. S. District Attorney in Chicago, and son of Matthew Woll, executive vice president of the American Federation of Labor, said no complaints had been filed with his office and until or unless such complaints were made he could do nothing under the Lea Act. Mr. Atlass said: "We are not going to the U. S. District Attorney's office. The union breached its contract with us. We are no longer doing business with the union."

According to reports in Chicago, the IBEW walkout at WIND was due to dissension between Mike Boyle, business manager of the Chicago IBEW Local and international headquarters. Broadcast matters come under the jurisdiction of headquarters, union officials pointed out, although the Chicago local usually handles its own matters.

Mr. Boyle reportedly wants to divorce the Chicago local from international jurisdiction, although headquarters officials said they had heard of no such report.

Earl Witheroe, station manager of WAIT, said he received a letter last Monday from the National Assn. of Broadcast Engineers & Technicians (NABET) advising that a majority of his technical employes had resigned from IBEW and had designated NABET as their bargaining agent. On Wednesday Mr. Witheroe received a request from the National Labor Relations Board, asking for his IBEW contract.

Meanwhile WIND plans no further action, Mr. Atlass said.

Aldrich Mixup

RARE SITUATION will occur when the *Aldrich Family* switches on July 5th as a summer replacement for 10 weeks for *Kate Smith Sings* Fridays, 8:30-8:55 p. m. on CBS. The show will continue to be produced by Young & Rubicam, New York, but billing will go to Foote, Cone & Belding, New York. Sponsor of the show, General Foods Corp., will promote its salt product handled by Foote, Cone & Belding instead of Grape Nuts, former sponsor of the show through Young & Rubicam. Advertiser prefers maintaining same production set-up for the show for that period of time. Account's commission will be split by the two agencies.

State-Controlled Shortwave Peril Cited

Australian Radio Man Would Abolish Propaganda

ONLY BY SPEEDY demobilization of state-controlled propaganda will UN succeed in establishing a permanent order of world security, said Alfred C. Paddison, president of the Australian Federation of Commercial Broadcasting Stations, on his arrival in Washington last week. Mr. Paddison, an Australian station owner, is serving his second elected term as AFCBS president.

"Broadcasting and newspaper organizations in all democratic countries have a common interest in achieving this objective," he believes. "They recognize that regimented propaganda supplied the tinderbox for the second World War. It is a challenge that UN must meet."

Banish Verbal War

He decried the fact that there is no body existing to control the abuses perpetrated under the guise of propaganda, and advised that the quickest way to eliminate the fear of atomic warfare is to banish verbal warfare among nations.

"The Atlantic Charter gave a guarantee of freedom of speech," he said. "UN can now underwrite that guarantee by taking positive action towards an international code outlawing the propagandist."

Mr. Paddison sees UN faced with both internal and external problems in broadcasting. Externally, he said, the problem is that of shortwave broadcasting. "This medium recognizes no national border-lines. Language difficulties are quickly surmounted. No country is immune from penetration by its remotest enemy. . . . The broadcaster must be free to broadcast, without censorship, from any country in the world.

UN Must Act

"Internally, the surest guarantee of complete freedom is competitive private enterprise as the basis for operating both press and radio."

In the U. S. and in the Australian privately-owned stations, he said, the fact has been proven that private enterprise can be entrusted with the safeguarding of such freedom. "In Australia," he continued, "the privately-operated commercial stations have by far the largest audience, while the national stations play an important role in the cultural life of the community."

He offered the suggestion that "if an authoritarian Government refuses to grant freedom of speech, press and radio, UN may have to take special steps towards corrective action."

Since shortwave broadcasting has always been the "cats' whiskers of the propaganda trouble-maker," according to Mr. Paddison, he suggests that the problem could be solved by reserving the channels for relaying entertainment and objective news — with shortwave broadcasting in the hands of private industry.

"The sooner Governments step out of the propaganda field," he said, "the better for world security."

The basic problem, as he sees it, is propaganda demobilization. "The need is clamant. The time is short." He pointed out that the first year of UN has passed "without any constructive effort to fabricate a new foundation for this most essential of all human rights. . . . Why the delay?

"If the initiative fails to come from the UN," he concluded, "then the responsibility falls directly on press and radio executives. They have a clear conception of the requirements of such an international code. A world conference of press and radio is an essential prelude to concerted international agreement."

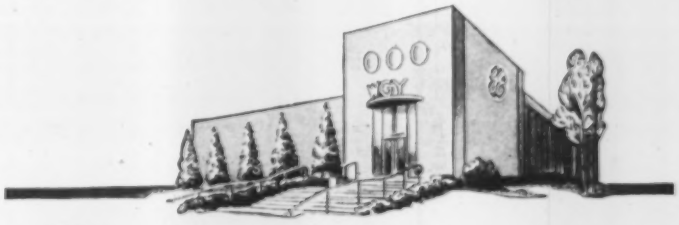
'Superman' Honored

SECRETARY OF COMMERCE Henry A. Wallace has commended the tolerance theme inaugurated on the *Superman* series heard on MBS, with the following statement: "I am happy to learn that you are planning to use *Superman* for the purpose of teaching children that Democracy includes the idea of tolerance and equal opportunity for all races, creeds and colors. It is much easier to plant the truth in young minds before anti-social teachings have taken firm root." Program also has received citations and commendations from the Calvin Newspaper Service, the Associated Negro Press, the Child Study Association of America and many religious organizations throughout the country. Program is sponsored by Kellogg Co., Battle Creek, Mich. (Pep).

ERA Expands

ESTABLISHMENT of a broadcast consulting division with offices in Washington and laboratories in St. Paul was announced last week by John E. Parker, president, Engineering Research Associates Inc. Washington offices are at 827 14th St., N. W., phone Executive 4742. When plans are completed ERA will have a nucleus group of 50 scientists and engineers, many of whom are specialists in particular fields of communications and electronics, said Mr. Parker. ERA was formed principally by a group of former Navy men.

24 YEARS OF SERVICE



10 Years of SCIENCE FORUMS...

"Thirty minutes devoted to what you want to know about science"...

...acquainting the radio public with the achievements of modern research and engineering, and promoting on the part of our laymen listeners an interest in, and appreciation of, scientific endeavor . . . one of WGY's outstanding Public Interest features . . . broadcast weekly to 1,045,717 listeners in the WGY area.

Represented Nationally by NBC Spot Sales

50,000 WATTS **WGY** SCHENECTADY, N.Y.

GENERAL ELECTRIC

WGY-220

GRETHER

115 RODGERS AVENUE
NORFOLK 2, VIRGINIA
Julius L. Grether
William P. Grether
CONSULTANTS

RADIO ENGINEERING

OVER 20 YEARS CONTINUOUS EXPERIENCE IN BROADCASTING
AM —•— FM
SPECIALIZING IN ECONOMICAL INSTALLATION OF AM AND FM BROADCAST STATIONS

PHONE NORFOLK 2-4408

Cover the West's

Richest
(per capita)
RURAL MARKET
—with—
KPRO

"The Voice of the Valley of Paradise"

Total agricultural income in KPRO's service area

$206,336,905

Riverside County	$64,330,539
San Bernardino	$82,574,066
Orange and Los Angeles Counties, based on Eastern portions in KPRO service area	$59,432,300

All figures are based on 1944 statistics released by Agricultural Commissioners of Counties listed.

• • • •

KPRO is a Broadcasting Corporation of American station with studios in Riverside and San Bernardino, California.

ACTIONS OF THE FCC

MAY 10 to MAY 16

Decisions . . .

MAY 10

ACTION ON MOTIONS

WDEL Wilmington, Del.—Granted petition for leave to intervene in the hearing on application of Northwestern Ohio Bcstg. Corp. for a new station at Lima, Ohio; denied motion to strike the petition to intervene filed by Northwestern Ohio Bcstg. Corp.

Charleston Bcstg. Co., Charleston, S. C.—Granted petition for leave to amend its application for CP so as to show the substitution of Frederick G. Storey and George L. Bagby for Mrs. Margaret C. Lucas and Wm. K. Jenkins as holders of 50 shares of common stock in the corporation; to show transfer of 25 shares, etc., and the amendment was accepted.

Book-of-the-Month Club Bcstg. Corp., New York—Granted motion to dismiss without prejudice its application for a new FM station.

KTHS West Memphis, Ark.—Granted motion to waive Commission's rules and accept movant's written appearance in re its application for CP.

W. J. Marshall, Cleveland—Granted motion for waiver of Commission's rules and accepted movant's written appearance in re his application for CP.

Puerto Rico Communications Authority, San Juan, P. R.—Granted motion for leave to amend its application for CP so as to specify a new transmitter site; change the antenna design, etc., and the amendment was accepted. The Commission on its own motion ordered this application removed from the hearing docket.

Seaman and Collins, El Paso, Tex.—Granted petition insofar as it requests leave to amend its application for CP so as to specify frequency 1340 instead of 1490 kc, etc. The amendment was accepted and application removed from the hearing docket.

WJW Inc., Cleveland—Granted petition to dismiss without prejudice its application for a new television station.

KWKH Shreveport, La.—Granted petition for leave to intervene in the hearing upon application of WNEW for the purpose of intervention on the issues of electrical interference only between the proposed operation of WNEW and the present service of KWKH, and for waiver of Commission's rules, Sec. 1.385(d).

The Crosley Corp., Dayton, Ohio—Granted petition to dismiss without prejudice its application for a new FM station.

Consolidated Bcstg. Corp. Ltd., Los Angeles—Granted petition to dismiss without prejudice its application for a new television station.

Twentieth Century-Fox Film Corp., New York—Granted petition to dismiss without prejudice its application for a new television station.

Fox West Coast Theatres Corp., Los Angeles—Granted petition to dismiss without prejudice its application for a new television station.

KAW Bcstg. Inc., Topeka, Kan.—Granted petition for waiver of Commission's rules and acceptance of petitioner's written appearance in re its application.

Independent Bcstg. Co., Des Moines—Granted petition for leave to amend its application for CP so as to specify power of 5 kw night instead of 10 kw; specify use of DA day and night instead of nighttime only, etc., and the amendment was accepted.

Radio Projects Inc., Newark—Granted motion for leave to amend its application for new FM station so as to show the addition of Samuel I. Newhouse as a director of the corporation; show substitution of Mr. Newhouse as president of the corporation instead of Mitzie E. Newhouse, and the amendment was accepted.

Northwestern Ohio Bcstg. Co., Lima, Ohio—Granted motion to take depositions in re its application for a new station.

Deep South Bcstg. Corp., New Orleans—Granted petition for leave to intervene in the hearing on application of KYW.

Skyland Bcstg. Corp., Dayton, Ohio—Granted motion to amend its application for a new FM station, so as to show the addition of ten new stockholders to the corporation; supply additional engineering information, etc., and the amendment was accepted.

Central Bcstg. Corp., Flint, Mich.—Granted motion for leave to amend its application for a new station so as to specify power of 500 w night instead of 1 kw nighttime; and the amendment was accepted.

Fort Worth Bcstg. Co., Fort Worth, Tex.—Granted petition requesting leave to amend its application for CP so as to substitute John R. Crouse for Mrs. Allis Skinner as an officer, director and stockholder of applicant corporation, etc., and the amendment was accepted.

Suburban Broadcasters, Dearborn, Mich.—Granted request for leave to take depositions in re its application for CP scheduled for hearing on June 19 in consolidation with application of Henry E. Fett, Dearborn, Mich.

WEAU Eau Claire, Wis.—Granted motion for waiver of Commission's rules and accepted movant's written appearance in re application for CP.

Winter Haven Bcstg. Co., Winter Haven, Fla.—Granted motion for leave to take depositions in re hearing on its application for CP.

Central Ill. Radio Corp., Peoria, Ill.—Granted motion for leave to amend its application for an FM station so as to add to the application corporation minutes relative to a plan for increases in capitalization and adoption of program policies, and the amendment was accepted.

Hughes Productions, Div. of Hughes Tool Co., Los Angeles—Granted motion for leave to amend its application for new television station so as to supply complete engineering information, including a request for channel 4; specify exact transmitter site and DA system; revise information supplied as to programming and proposed service; change name of applicant to Hughes Tool Co., and make minor changes in corporate structure. Amendment was accepted.

John W. Davis, Portland, Ore.—Granted petition for leave to amend and remove application for a new station from hearing docket; accepted amendment so as to specify the frequency 800 kc with power of 250 w, daytime only, instead of 1490 kc with 250 w power, unlimited, and removed application from hearing docket.

John W. Fitzgibbon, Roy Jarman and Temple V. Ehmsen, Oregon City, Ore.—The Commission, on its own motion, ordered application for CP be removed from the hearing docket. This application was set for hearing in a consolidated proceeding with application of John W. Davis above.

Liberty Broadcasting Co., Pittsburgh—Granted motion for leave to amend its application for CP so as to specify an antenna 280 feet in height instead of 515 feet in height; change paragraph 21 so as to incorporate revised information regarding antenna, etc., and the amendment was accepted.

Clearwater Bcstg. Co. Inc., Clearwater, Fla.—Granted petition for waiver of Sec. 1.384 of Commission's rules, and accepted written appearance of petitioner.

John C. Spearman, Washington, D. C.—Granted motion requesting admission pro hoc vice to the Commission's Bar of Harry E. King, for the purpose of participating in the taking of depositions in Winter Haven on May 13, by Citrus Belt Broadcasters and by Winter Haven Bcstg. Co.

Empire Newspapers-Radio Inc., Endicott, N. Y.—Granted petition for leave to amend its application for CP so as to show the acquisition by applicant corporation of the assets and equipment of the Endicott Bulletin; to make changes in the amount of stock issued, and the petition was accepted.

American Bcstg. Co., Los Angeles—Granted petition for leave to amend its application for a new television station so as to specify different equipment, and a new transmitter site, and the amendment was accepted.

Cherry & Webb Bcstg. Co., Providence—Granted petition for leave to amend its application for FM station, so as to supply minor supplemental engineering information as requested by the Commission, etc., and the amendment was accepted.

Thomas G. Harris, et al, Austin, Tex.—Granted joint petition filed by Thomas G. Harris and others in consolidated proceeding scheduled for hearing June 10, requesting the Commission to change the location of the hearing now scheduled for Austin, and San Antonio, and ordered the hearing be transfered to Washington to be held on the same date as now scheduled.

WKBV Richmond, Ind.—Granted petition for leave to intervene in the hearing on application of Fred O. Grimwood, Bloomington, Ind. and Sec. 1.385 (d) of the Commission's rules was waived.

WMEX Boston—Granted petition for leave to intervene in the hearing on application of The Asher Bcstg. Service, Quincy, Mass.

KVAN Vancouver, Wash.—Upon consideration of petition requesting leave to amend its application for CP so as to specify the frequency 910 kc with 1 kw unlimited time, instead of 930 kc with 1 kw, unlimited time, the Commission ordered the application dismissed without prejudice, subject to the right of later reinstatement under the provisions of the Commission's public notice of January 5, 1946.

Allen T. Simmons, Akron, Ohio—Granted motion for leave to amend application for FM station so as to incorporate into the application a modified engineering report as requested by the Commission; the amendment was accepted, and the Commission further ordered, on its own motion, that the record in this consolidated matter be re-opened to allow admission therein of the above-mentioned amendment only.

By Commissioner Durr

WMAS Inc., Springfield, Mass.—Granted motion in part for continuance of consolidated hearing and continued said hearing from June 10 to June 20.

MAY 10
AM—1340 kc

WBRK Pittsfield, Mass.—Adopted a memorandum opinion designating for consolidated hearing the application of Monroe B. England (Assignor) and Western Mass. Bcstg. Co. (Assignee), for consent to voluntary assignment of license of AM station WBRK (1340 kc, 250 w, unlimited time) and of a conditional grant of a CP for a new metropolitan FM station in that city, and competing applications filed by Leon Podolsky to purchase station WBRK and conditional grant for FM station, from Monroe B. England.

AM—1240 kc

KROY Sacramento, Calif.—Adopted a memorandum opinion granting application for consent to voluntary assignment of license of station KROY (1240 kc, 250 w, unlimited time) from Royal Miller, Marion Miller, L. H. Penney and Gladys W. Penny, d/b as Royal Miller Radio, to Harmco Inc., and denied competing application of Luther E. Gibson, d/b as Gibson Bcstg. Co. (Assignee), to purchase station KROY from the present licensee. (Commissioner Jett voting for hearing on both proposals.)

MAY 13
BY COMMISSION EN BANC
AM—1400 kc

Carroll-Grayson Bcstg. Corp., Galax, Va.—Granted new station 1400 kc 250 w, unlimited time; site to be determined.

AM—1340 kc

John P. Rabb, Lenoir, N. C.—Granted CP new station 1340 kc 250 w, unlimited time; site to be determined.

AM—1400 kc

The Corbin Times-Tribune Inc., Corbin, Ky.—Granted CP new station 1400 kc 250 w, unlimited time; site to be determined.

AM—1490 kc

Thomas Maxie Self, et al, d/b as The Progressive Bcstg. Co., Paragould, Ark.—Granted CP new station 1490 kc 250 w, unlimited time; site to be determined.

AM—1590 kc

Evanston Bcstg. Co., Evanston, Ill.—Granted CP new station 1590 kc 1 kw, daytime only; site to be determined.

AM—1530 kc

Patrick Joseph Stanton, Philadelphia—Adopted an order removing from the hearing docket application for a new station to operate on 1530 kc 10 kw, daytime, and granted same, subject to

mission's Standards of Good Engineering Practice.

AM—1490 kc

KGKB Tyler, Tex.—Granted consent to voluntary assignment of license of station KGKB from Jas. G. Ulmer to Jas. G. Ulmer and Jas. G. Ulmer Jr., d/b as East Texas Bcstg. Co. No money involved.

AM—1150 kc

WAPO Chattanooga, Tenn.—Granted consent to involuntary assignment of license of standard station WAPO, and associate relay station WAEA, developmental station W4XCT and FM conditional grant, from Joda Patterson, et al to Ramon G. Patterson, Louise Patterson Pursley, Ramon G. Patterson, executor, and Louise Patterson Pursley, executrix of the estate of Joda Patterson, deceased, d/b as WAPO Bcstg. Service. No monetary consideration.

AM—910 kc

The Central Conn. Bcstg. Co., New Britain, Conn.—Designated for hearing application for a new station to operate on 910 kc 5 kw, unlimited time; DA night.

AM—1220 kc

WADC Akron, Ohio—Adopted an order granting motion for reconsideration of the Commission's order of Feb. 1, 1946, granting a conditional authorization to the WGAR Bcstg. Co. to use frequency 1220 kc with 50 kw power, unlimited time, and set aside and vacated that conditional authorization granted WGAR.

Coast Ventura Co., Ventura, Calif.—Granted petition for leave to amend its application for CP so as to show the transfer of all the stock held by David H. Cannon to other stockholders in the corporation; show Mr. Cannon's complete withdrawal from the corporation, and make other changes and ordered a further hearing on this application to be held in Washington.

Fort Orange Bcstg. Co. Inc., Albany, N. Y.—Granted petition for continuance of consolidated hearing now scheduled for May 13, and continued same to Oct. 14, 1946, in re its application and that of Albany Bcstg. Co. Inc., and Van Curler Bcstg. Corp.

AM—1440 kc

KFMB San Diego, Calif.—Ordered that the application of KFMB for a CP to change frequency from 1450 to 1440 kc, and increase power from 250 w to 1 kw, unlimited time, be dismissed without prejudice to the filing of a petition for reinstatement after the conclusion in the proceeding in Docket No. 6741.

AM—1470 kc

WSAN Allentown, Pa.—Granted CP to increase power from 500 w to 5 kw, install a new transmitter and DA for nighttime use, on present frequency 1470 kc.

MAY 14

BY COMMISSION EN BANC

Missionary Society of St. Paul the Apostle, New York—Adopted an order denying requests for issuance of subpoena duces tecum for William T. Oliver, without prejudice however, to the right of the Missionary Society of St. Paul the Apostle to renew its request in compliance with Sec. 1.172 of the Commission's rules. Also denied request insofar as it relates to issuance of subpoena duces tecum for Morris Zinneman for the production of "an itemized statement" covering all investments made from January 1, 1935 to December 31, 1940, by Arde Bulova and his associates in various radio stations.

MAY 15

BY ADMINISTRATIVE BOARD

AM—800 kc

WMGY Montgomery, Ala.—Granted modification of CP, which authorized a new station, to change type of transmitter (Gates Radio BC-1E), and change transmitter and studio locations from New Highland Ave. and Greenwood Cemetery, Montgomery, to east of Greenwood Cemetery, and from 216 So. Court St., Montgomery, to corner of Perry St. and Dexter Ave., Montgomery, respectively, and extend commencement and completion dates from 3-16-46 and 9-16-46 to 60 days after grant and 180 days thereafter, respectively.

AM—1450 kc

WBHF Carterville, Ga.—Granted modification of CP which authorized a new station, for approval of antenna, approval of transmitter location at on West Ave., 1.1 miles SW of center of business district, Carterville, and to change studio location from 111 W. Main St. to on West Ave. 1.1 mi. SW of center of business district Carterville.

AM—1450 kc

WACO Waco, Tex.—Granted modification of CP which authorized a change in frequency, increase in power, etc., to install new transmitter, move transmitter a distance of 2600 ft. north of present location (same description), and extend commencement and completion dates from 1-30-46 and 7-30-46 to 60 days after grant and 120 days thereafter, respectively.

AM—1450 kc

WHSC Hartsville, S. C.—Granted modification of CP which authorized a new station, for change in type of transmitter (Raytheon RA-250), approval of antenna and approval of transmitter and studio locations at Swift Creek Highway, Hartsville, and 1321 Carolina Ave., Hartsville, respectively.

Relay

WAXH Area of Savannah, Ga. (Mobile)—Granted CP to install a new transmitter in (Collins Radio Co. 32RA-8 Max. 50 w) relay station.

Experimental Video

W3XF Springfield Twp., Pa.—Granted modification of CP which authorized a new experimental television station, for extension of commencement and completion dates from 10-1-45 and 4-1-46 to 4-1-46 and 10-1-46, respectively. The permit is granted on an exp. basis only; conditions.

AM—1450 kc

WCBS Springfield, Ill.—Granted CP to install a new transmitter (RCA BTA-250-L).

AM—800 kc

WDSC Dillon, S. C.—Granted modification of CP which authorized a new station, for approval of antenna, and approval of transmitter location on U. S. Highway 301, 3.7 miles SW of Dillon.

AM—1490 kc

WARD Johnstown, Pa.—Granted modification of CP which authorized a new station, to change type of transmitter (W.E. 451-A-1), for approval of antenna and approval of transmitter and studio locations at Prospect Hill, Johnstown, and 235-237 Franklin St., Johnstown, respectively. Permittee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; conditions.

FM—103.8 mc

WAGE-FM Syracuse, N. Y.—Granted extension of special temporary authority to operate a composite transmitter on 103.8 mcs. with output power of 100 w, to be used at the proposed site of the FM broadcast station at Pompey, N. Y., in order to make propagation measurements from the proposed site, for the period May 8 to June 6, 1946.

Facsimile

WGNB Chicago—Granted special temporary authority for Simplex facsimile transmission on both 45.9 and 98.9 mcs, for a period of 90 days from date of grant.

FM—95.3 mc

KGW-FM Portland, Ore.—Granted special temporary authority to operate a 250 w FM transmitter on channel 237, 95.3 mc with either a dipole or split cylinder antenna with an overall height of 61 ft. above, for a period May 7 to Aug. 4, 1946.

Applications . . .

MAY 10

FM—Unassigned

Cleveland Bcstg. Inc., Cleveland—CP new metropolitan FM station to be operated on frequency not specified and coverage of 7,730 sq. mi.—AMENDED: to change coverage from 7,730 to 8,840 sq. mi., population from 2,069,252 to 2,258,655, transmitter location and make changes in antenna system.

FM—99.9 mc

WFIL-FM Philadelphia—CP to specify frequency as channel 260, 99.9 mc, change type of transmitter and install new antenna.

Video—76-82 mc

Carter Publications Inc., Fort Worth, Tex.—CP new commercial television station to be operated on channel 5, 76-82 mc, ESR of 5,000 sq. mi. and power aural and visual 10 kw.

FM—Unassigned

The Topeka State Journal Inc., Topeka, Kan.—CP new metropolitan FM station to be operated on frequency to be determined by chief engineer of FCC and coverage to be determined.

AM—1480 kc

KGLU Safford, Ariz.—Modification of CP which authorized change in frequency, increase in power, installation of new transmitter, and change transmitter location, to install new antenna and change transmitter location.

AM—1570 kc

KCVR Lodi, Calif.—Modification of CP which authorized a new station to change proposed type of transmitter and make changes in antenna.

AM—1450 kc

KVMV Twin Falls, Idaho—License to cover CP as modified which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1280 kc

KSFT Trinidad, Col.—Modification of CP which authorized a new station to change type of proposed transmitter and change location of studio.

AM—790 kc

KVOS Bellingham, Wash.—Modification of CP which authorized increase in power, installation of new transmitter and directional antenna for day and night use, and change in transmitter location, for changes in directional antenna for day and night use and change transmitter location.

Applications Dismissed:

Video—60-66 mc

The Travelers Bcstg. Service Corp., Hartford, Conn.—CP new commercial television station to be operated on channel 3, 60-66 mc and ESR of 1210. (Request of applicant.)

Video—50-56 mc

WDEL Inc., Wilmington, Del.—CP new commercial television station to be operated on channel 1, 50-56 mc, ESR of 1077 and power of aur: 3 kw and vis: 4 kw (peak). (Request of the attorney.)

Video—60-66 mc

A. Frank Katzentine, Miami Beach, Fla.—CP new commercial television station to be operated on channel 2, 60-66 mc, ESR of 760 and power of vis: 4 kw (peak), aur: 2 kw. (Request of attorney.)

Video—44-50 mc

Thomas Patrick Inc., St. Louis—CP new commercial television station to be operated on channel 1, 44-50 mc, ESR of 1535 and power of aur: 2 kw and vis:

(Continued on page 86)

Hearings This Week

MONDAY, MAY 20, Washington, D. C.

Frank R. Gibson, Lake Charles, La.—CP new station 1580 kc 1 kw, directional antenna night; **The Times Picayune Publishing Co., New Orleans**—CP new station 1560 kc 10 kw unlimited, directional antenna; **Louisiana Bcstg. Co., New Orleans**—CP new station 1580 kc 5 kw, directional antenna. WQKR, KPMC—Intervenors.

MONDAY, MAY 20, Los Angeles

Hearings on eight television applicants in Los Angeles metropolitan area.

MONDAY, MAY 20, New York City

Missionary Society of St. Paul the Apostle, New York—CP new station 1130 kc 10 kw; **WNEW New York**—Renewal of license, and CP 50 kw. KWKH—Intervenor.

WEDNESDAY, MAY 22, Washington

KHQ Spokane, Wash.—License renewal; **KGA Spokane**—License renewal.

Orlando Daily Newspaper Inc., Orlando, Fla.—CP new station 990 kc 5 kw night, 10 kw day, directional antenna; **Frederick Wesley Mizer, Orlando**—CP new station 990 kc 1 kw, directional antenna.

THURSDAY, MAY 23, Washington

Newnan Bcstg. Co., Newnan, Ga.—CP new station 1300 kc 1 kw; **Volunteer State Bcstg. Co. Inc., Nashville**—CP new station 1300 kc 5 kw. WJDX, WFBR—Intervenors.

THURSDAY, MAY 23, Lexington, Ky.

The Central Kentucky Bcstg. Co., Lexington—CP new station 1340 kc 250 w.

THURSDAY, MAY 23, Washington

Lake Bcstg. Co. Inc., Gary, Ind.—CP new station 1560 kc 500 w night, 1 kw day. WQXR—Respondent.

FRIDAY, MAY 24, Washington

WAML Laurel, Miss.—CP 1560 kc 1 kw. WQXR—Intervenor.

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FCC Actions

(Continued from page 85)

4 kw (peak). (Request of attorney.)

Video-Unassigned

Columbia Bcstg. System Inc., Chicago—Modification of CP as modified and which authorized new experimental television station for extension of completion date. (Request of applicant.)

Applications Tendered for Filing:

AM—1450 kc

WAGM Presque Isle, Me.—Consent to transfer of control from Lester E. Hughes, Mrs. Lester E. Hughes, C. F. Grant, Mrs. C. F. Grant and Ernest A. Trite to Harold D. Glidden and Harry E. Umphrey.

AM—1010 kc

Radio-Television of Baltimore, Baltimore—CP new station 1010 kc 1 kw and daytime hours.

AM—1450 kc

The Vidalia Bcstg. Co., near Vidalia, Ga.—CP new station 1450 kc 250 w and unlimited hours.

AM—1490 kc

John C. McCormack, Allen D. Morris, George D. Wray Sr. and Prentiss E. Furlow, a partnership d/b as Southwestern Bcstg. & Television Co., Albuquerque, N. M.—CP new station 1490 kc 250 w and unlimited hours.

AM—1050 kc

Rainier Bcstg. Co. Inc., Seattle, Wash.—CP new station 1050 kc 50 kw, directional antenna and unlimited hours.

MAY 13

AM—980 kc

Skyland Bcstg. Corp., Dayton, Ohio—CP new station 980 kc 5 kw, directional antenna and unlimited hours—AMENDED: re stockholders.

FM—Unassigned

Elyria-Lorain Bcstg. Co., Elyria, Ohio—CP new metropolitan FM station, coverage of 9,000 sq. mi.—AMENDED: to specify population of 1,964,498, frequency to be assigned and change coverage from 9,000 to 8,800 sq. mi. and make changes in antenna system.

FM—Unassigned

Summit Radio Corp., Akron, Ohio—CP new FM station 46.5 mc and coverage of 5,380 sq. mi.—AMENDED: to change frequency from 46.5 mc to be determined by FCC, coverage from 5,380 to 11,199 sq. mi., population from 886,200 to 2,514,080, type of transmitter, changes in antenna system and officers, directors and stockholders.

FM—92.3 mc

Scripps-Howard Radio Inc., Cleveland—CP new FM station on 46.3 mc and coverage of 8,500 sq. mi.—AMENDED: to specify population as 2,249,712 and type of transmitter, change frequency from 46.3 mc to channel 222, 92.3 mc, coverage from 8,500 to 8,750 sq. mi. and make changes in antenna system.

FM—89.5 mc

United Bcstg. Co., Cleveland—CP new station 48.5 mc and coverage of 8,420 sq. mi.—AMENDED: to change frequency from 48.5 mc to channel 208, 89.5 mc, coverage from 8,420 to 12,870 sq mi., population from 1,314,595 to 2,631,024, type of transmitter and transmitter location, changes in antenna system.

FM—94.7 mc

National Bcstg. Co. Inc., Cleveland—CP new metropolitan FM station, channel 55, 98.9 mc and coverage of 10,950 sq. mi.—AMENDED: to change frequency from channel 55, 98.9 mc to channel 234, 94.7 mc, coverage from 10,950 to 11,650 sq. mi., population from 2,501,475 to 2,697,972.

AM—1400 kc

WFOR Hattiesburg, Miss.—CP to install new vertical antenna with FM antenna mounted on top, make changes in ground system, and change transmitter location.

AM—1450 kc

WGL Fort Wayne, Ind.—CP to move transmitter.

FM—90.1 mc

Santa Monica School Board, Santa Monica, Calif.—CP new noncommercial educational station to be operated on 86 mc and A3 (special for FM) emission and power of 250 w—AMENDED: to change frequency from 86 to 90.1 mc.

FM—96.9 mc

The Times-Mirror Co., Los Angeles, Calif.—CP new rural FM station to be operated on channel 245, 96.9 mc or such other frequency as assigned by chief engineer of FCC and coverage of 27,900 sq. mi.—AMENDED: to change officers, directors and stockholder, and change in corporate structure.

Applications Tendered for Filing:

AM—1450 kc

James R. Doss Jr., Huntsville, Ala.—CP new station 1450 kc 250 w and unlimited hours.

AM—1380 kc

KWK St. Louis—CP to increase power from 1 kw night and 5 kw day to 5 kw day and night and install directional antenna for night use.

MAY 14

AM—1240 kc

WJTN Jamestown, N. Y.—License to use presently licensed main transmitter as an auxiliary transmitter with power of 250 w.

AM—1240 kc

WJTN Jamestown, N. Y.—CP to install new transmitter.

AM—1450 kc

Empire Newspapers-Radio Inc., Endicott, N. Y.—CP new station 1450 kc 250 w and unlimited hours—AMENDED: re stockholders and change in equipment.

AM—1450 kc

WWNR Beckley, W. Va.—Modification of CP which authorized a new station to change type of transmitter, change transmitter and studio locations and extend commencement and completion dates.

AM—740 kc

James M. Tisdale, Chester, Pa.—CP new station 740 kc 250 w and daytime hours.

AM—730 kc

Liberty Bcstg. Co., Pittsburgh, Pa.—CP new station 730 kc 1 kw and daytime hours—AMENDED: re change in antenna.

Video—60-66 mc

Allen B. DuMont Labs. Inc., Pittsburgh, Pa.—CP new commercial television station on channel 2, 54-60 mc, ESR of 3180 and power of aur: 12.5 kw and vis: 25 kw (peak)—AMENDED: to change frequency from channel 2, 54-60 mc to channel 3, 60-66 mc, ESR from 3180 to 3124, power from aur: 12.5 kw to 2.5 kw, vis: 25 kw (peak) to 5 kw (peak) and to change antenna system.

FM—94.1 mc

United Garage & Service Corp., Cleveland—CP new metropolitan FM station on 94.1 mc—AMENDED: to change class of station from metropolitan to community, change transmitter and studio locations from Cleveland to Lakewood, Ohio, type of transmitter and make changes in antenna system.

Developmental Video

W8XUB Seven Hills Village, Ohio—License to cover CP which authorized a new developmental broadcast station—AMENDED: to change emission from A3 to A0 and special for FM.

FM—99.7 mc

Skyland Bcstg. Corp., Dayton, Ohio—CP new metropolitan FM station to be operated on channel 259, 99.7 mc and coverage to be determined—AMENDED: to specify population of 1,361,327, change coverage from to be determined to 13,230 sq. mi. and make changes in antenna system and re new stockholders.

FM—98.0 mc

Larus & Brother Co. Inc., Richmond, Va.—CP new metropolitan FM station to be operated on 98.0 mc and coverage of 10,200 sq. mi.

AM—1450 kc

WAGC Chattanooga, Tenn.—CP to install new transmitter; license to use presently licensed main transmitter as an auxiliary transmitter with power of 250 w.

AM—1360 kc

Fort Worth Bcstg. Co., Fort Worth, Tex.—CP new station 1360 kc 1 kw directional antenna night and unlimited hours—AMENDED: re stockholders, directors and officers.

AM—1450 kc

Charleston Bcstg. Co., Charleston, S. C.—CP new station 1450 kc 250 w and unlimited hours—AMENDED: re stockholders.

AM—1050 kc

WDZ Tuscola, Ill.—CP to change transmitter and studio location from Tuscola to Decatur, Ill.

AM—1340 kc

KLIX Twin Falls, Idaho—Modification of CP which authorized a new station to change frequency from 1490 to 1340 kc, approval of antenna and approval of transmitter and studio locations.

AM—550 kc

KOAC Corvallis, Ore.—Modification of license to increase power from 5 kw day and 1 kw night to 5 kw day and night (employing directional antenna day and night with present daytime pattern)—AMENDED: to make changes in directional antenna pattern.

AM—800 kc

John W. Davis, Portland, Ore.—CP new station 1490 kc 250 w and unlimited hours—AMENDED: to change frequency from 1490 to 800 kc and to change hours of operation from unlimited to daytime only.

Applications Dismissed:

Video-Unassigned

WMJT Milwaukee, Wis.—Modification of CP as modified and which authorized new commercial television station for extension of completion date. (Request of attorney.)

Video—60-66 mc

J. E. Rodman, Fresno, Calif.—CP new commercial television station to be operated on channel 2, 60-66 mc and ESR of 717. (Request of attorney.)

FM—100.5 mc

Warner Bros. Bcstg. Corp., Hollywood, Calif.—CP new high frequency station to be operated on channel 63, 100.5 mc and coverage of 3,995 sq. mi. (Request of attorney.)

Applications Tendered for Filing:

Midnight Sun Bcstg. Co., Anchorage, Alaska—CP new station 550 kc 5 kw and unlimited hours.

AM—1490 kc

WSAT Inc., Schenectady, N. Y.—CP new station 1490 kc 250 w and unlimited hours.

AM—1450 kc

Highlands Broadcasters Inc., in or near Oak Ridge, Tenn.—CP new station 1450 kc 250 w and unlimited hours.

AM—980 kc

Charles Wilbur Lamar Jr., Morgan City, La.—CP new station 980 kc 250 w and unlimited hours.

AM—1170 kc

Lincoln Operating Co., Miami, Fla.—CP new station 1170 kc 5 kw, directional antenna and unlimited hours.

AM—1450 kc

J. F. Tighe, Porterville, Calif.—CP new station 1450 kc 250 w and unlimited hours.

AM—610 kc

KVNU Logan, Utah—CP to change frequency from 1230 to 610 kc, power from 250 w to 1 kw and install directional antenna night and new transmitter and make changes in transmitting equipment.

Yearbook Changes

FOLLOWING changes are to be made in the 1946 BROADCASTING Yearbook:

Page 78: Under KMPC Los Angeles, delete Beverly Hills.

Page 90: President of WTAL Tallahassee is John H. Phipps.

Page 98: On WHBF Rock Island listing, network is MBS.

Page 150: In KMED Medford listing, delete KBS as network and Biddick as representative.

Page 176: In KCRS Midland listing, delete KBS as network.

Page 294: In Paul H. Raymer Co. listing, add KFAB Omaha-Lincoln.

Page 414: Add The Langevin Co., Inc., New York 23, 37 W. 65th St., Endicott 2-7200. Carl C. Langevin, pres., Harry B. Miller, v. p. in chg. of sales. Branches: San Francisco 3, 1050 Howard St., Market 7421, H. A. Wollenberg; Los Angeles 38, 1000 N. Seward St., Hollywood 6321, W. T. Brown. Services: general audio facilities for broadcast stations, speech input equipment, audio amplifying facilities, rectifiers, transformers.

Page 408: Add Federal Telephone and Radio Corp., Newark 1, N. J., Humboldt 2-8000. T. M. Douglas, radio div., N. E. Wunderlich, exec. sales director, radio division; E. N. Wendell, telephone div. services: Complete broadcast equipment, AM and FM broadcast systems, antennas, vacuum tubes, microphones, mobile radio-telephone equipment, selenium rectifiers, instrument landing systems, FM and television cable, radio hookup wire, transformers, quartz crystals, electronic heating equipment, central office telephone equipment, telephones, telephone carrier equipment, repeaters, television transmitters.

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MAY 14

AM—940 kc

Puerto Rico Communications Authority, Municipality of Rio Piedras, Puerto Rico—CP new station 940 kc 10 kw, directional antenna and unlimited hours—AMENDED: to change transmitter location from Toa Baja, P. R., to South of San Juan, P. R., and changes in directional antenna.

AM—1420 kc

WWSR St. Albans, Vt.—Acquisition of control of licensee corporation by Ernest C. Perkins, individually and as executor of the Estate of William G. Ricker, deceased, through involuntary transfer of common stock from William G. Ricker, deceased.

AM—550 kc

WDEV Waterbury, Va.—Involuntary assignment of license to Lloyd E. Squier, surviving partner of Lloyd E. Squier and William G. Ricker d/b as Radio Station WDEV, and Ernest C. Perkins, executor of Estate of William G. Ricker, deceased.

Non-Commercial Educational

Fordham, U., New York—CP for a new non-commercial educational broadcast station to be operated on channel 220, 91.9 mc or nearest available adjacent channel, power of 1 kw and emission special for FM.

AM—910 kc

WQAN Scranton, Pa.—Involuntary assignment of license to The Scranton Times (co-partnership), Elizabeth R. Lynett and Edward J. Lynett, Jr.

FM—93.7 mc

Pittsburgh Radio Supply House, Pittsburgh, Pa.—CP new high frequency station 46.5 mc and coverage of 11,400 sq mi—AMENDED to change frequency from 46.5 mc to channel 229, 93.7 mc, type of transmitter, coverage from 11,400 to 14,300 sq mi, population from 2,095,718 to 3,311,513 and make changes in antenna system.

FM—99.1 mc

John J. Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Joseph Troesch and John L. Merdian, partners, d/b as Liberty Bcstg. Co., Pittsburgh, Pa.—CP new FM station 99.1 mc and coverage of 15,460 sq mi—AMENDED: to change coverage from 15,460 to 13,700 sq mi, population from 3,711,973 to 3,545,553 and make changes in antenna system.

FM—Unassigned

CAE Inc., Pittsburgh, Pa.—CP new metropolitan FM station be be operated on 45.5 mc and coverage of 8,650 sq mi. AMENDED: to change frequency from 45.5 mc to "To be assigned by FCC", coverage from 8,650 to 20,510 sq mi, type of transmitter and transmitter location from Baldwin Township, to Pittsburgh, make changes in antenna system and specify population of 4,095,133.

FM—Unassigned

David Rosenblum, tr/as Butler Bcstg. Co., Butler, Pa.—CP new metropolitan FM station to be operated on frequency to be assigned by chief engineer of FCC in 92-108 mc band and coverage of 8,000 sq mi—AMENDED: to change class of station from metropolitan to community, type of transmitter.

FM—92.9 mc

West Virginia Radio Corp., Pittsburgh, Pa.—CP new metropolitan FM station to be operated on frequency to be assigned by FCC—AMENDED: to specify type of transmitter, coverage as 13,280 sq mi, population as 3,180,288 and change frequency from to be assigned by FCC to channel 225, 92.9 mc and make changes in antenna system.

FM—45.1 mc

Allen T. Simmons, Akron, Ohio—CP new metropolitan FM station 45.1 mc, and coverage of 10,000 sq mi—AMENDED: to change coverage from 10,000 sq mi to 10,800 sq mi, population from 2,343,678 to 2,526,680 and make changes in antenna system.

AM—950 kc

WSPA Spartanburg, S. C.—Modification of CP, as modified, which authorized increase in power and change in directional antenna for night use, to extend completion date.

AM—940 kc

Independent Bcstg. Co., Des Moines, Iowa—CP new station 940 kc 10 kw and daytime hours DA.—AMENDED: Re to change power from 10 kw daytime to 10 kw daytime and 5 kw nights, using directional antenna both day and night and to change hours from daytime to unlimited.

AM—1550 kc

WBBW Indianapolis—Modification of CP, which authorized a new station for extension of commencement and completion dates.

AM—1300 kc

KROP Brawley, Cal.—License to cover CP as modified which authorized a new station; authority to determine operating power by direct measurement of antenna power.

Opportunity

ONE MAN'S annoyance is another man's pleasure. At least that's current situation at NBC Hollywood, where a noisy cement mixer is used on the new studio construction. While most NBC employes are being distracted no end, Don DeWolf, sound effects chief, is busy waxing future program effects.

Applications Returned:

Video—Unassigned

Western Reserve U., Cleveland—CP new commercial television station to be operated on frequency, ESR and power not specified.

AM—1400 kc

WGAP Maryville, Tenn.—Voluntary assignment of CP to George Roby Dempster and V. H. McLean d/b as Gateway Bcstg. Co.

Applications Tendered for Filing:

AM—1230 kc

WKVM Arecibo, Puerto Rico—Acquisition of control of licensee corp. by Ralph Perez Perry.

AM—1270 kc

KIOX Bay City, Tex.—CP to change frequency from 1110 to 1270 kc, Power from 1 kw daytime to 1 kw unlimited and install directional antenna for night and new transmitter.

AM—1010 kc

James G. Thomas, Lubert W. Barefoot, Lawrence Gooding and Hector H. Clark, d/b as Sampson Bcstg. Co., Clinton, N. C.—CP new station 1010 kc 1 kw and daytime hours.

AM—1190 kc

Rome Radio Bcstg. Co., Rome, Ga.—CP new station 1190 kc 1 kw and daytime hours.

AM—1450 kc

Palouse Empire Radio Inc., Moscow, Idaho—CP new station 1450 kc 250 w and unlimited hours.

AM—1350 kc

KRLC Lewiston, Idaho—CP to change frequency from 1400 to 1350 kc, power from 250 w to 1 kw, install directional antenna for night use, new transmitter and change transmitter location.

MAY 15

AM—1030 kc

WBZ Boston—Authority to determine operating power by direct measurement of antenna power.

AM—1010 kc

WINS New York—Modification of CP, as modified, which authorized increase in power, installation of new transmitter, and change in directional antenna for day and night use, for extension of completion date.

FM—99.3 mc

WHNF New York—CP to specify frequency of channel 257, 99.3 mc, change type of transmitter, install new antenna system.

AM—600 kc

Central Bcstg. Corp., Flint, Mich.—CP new station 600 kc, 1 kw, directional antenna and unlimited—AMENDED: to change power at night from 1 kw, directional antenna to 500 w, directional antenna.

FM—Unassigned

Samuel R. Sague, Cleveland Heights, Ohio—CP new community FM station to be operated on 88-108 mc band and coverage of 1,990 sq mi—AMENDED: to change transmitter location.

FM—97.5 mc

L. J. Duncan, Leila Duncan and Josephine A. Rawls, d/b as Valley Bcstg. Co., Lanett, Ala.—CP new metropolitan FM station to be operated on channel 248, 97.5 mc and coverage of 615.75 sq mi—AMENDED: to change coverage from 615.75 sq mi to "To be determined."

AM—1380 kc

Northeastern Indiana Bcstg. Co. Inc., Fort Wayne, Ind.—CP new station 1380 kc 5 kw, directional antenna and unlimited hours—AMENDED: re changes in directional antenna pattern for nighttime operation.

FM—98.5 mc

WWZR Chicago—CP to specify frequency of Channel 253, 98.5 mc, change coverage from 10,800 sq mi to 9,400 sq mi, make changes in transmitting equipment and install new antenna., and specify class of station as metropolitan.

AM—1450 kc

KOAL Price, Utah—License to cover CP which authorized change in frequency; authority to determine operating power by direct measurement of antenna power.

AM—1170 kc

KSDJ San Diego, Calif.—Modification of CP, which authorized a new station to change type of transmitter and change transmitter location from Berrytown, Calif., to San Diego.

Video 66-72 mc

Hughes Productions, Division of Hughes Tool Co., Los Angeles—CP new commercial television station to be operated on Channel 2, 60-66 mc, ESR of 500 and coverage of 3,550 sq mi—AMENDED: to change frequency from channel 2, 60-66 mc to channel 4, 66-72 mc, type transmitter, specify power as aural 25 kw, visual 50 kw (peak), Studio from Los Angeles to Hollywood, transmitter location and to make changes in antenna system, change applicant corporation to Hughes Tool Co.

Applications Tendered for Filing:

AM—860 kc

Blanfox Radio Co. Inc., Bristol, Va.—CP new station 860 kc 1 kw and daytime hours.

AM—1600 kc

Gail D. Griner and Alden M. Cooper, a partnership d/b as The Adrian Bcstg. Co., Adrian, Mich.—CP new station 1600 kc, 250 w and unlimited hours.

AM—1450 kc

H. M. Williamson & Roy D. Johnson d/b as Modesto Bcstg. Co., Modesto, Calif.—CP new station 1450 kc, 100 w and unlimited hours.

MAY 16

AM—1150 kc

Rome Sentinel Co., Utica, N. Y.—CP new station 1150 kc, 5 kw, directional antenna and unlimited hours.

FM—Unassigned

The Tri-State Bcstg. Co., Cumberland, Md.—CP new metropolitan FM station to be operated on frequency to be assigned by FCC and coverage of 16,600 sq mi—AMENDED: to specify studio location.

AM—910 kc

Purchase Bcstg. Co. Inc., Mayfield, Ky.—CP new station 910 kc 1 kw and daytime hours.

AM—1400 kc

William E. Blake, Reconceverte, W. Va.—CP new station 1400 kc 250 w and unlimited hours.

AM—790 kc

Valley Bcstg. Corp., Allentown, Pa.—CP new station 790 kc 1 kw, directional antenna and unlimited hours.

Video—210-216 mc

The Toledo Blade Co., Toledo, Ohio—CP new commercial television station on Channel 13, 210-216 mc, coverage of 5700 sq mi and power of vis: 16.4 kw and aur: 15.6 kw.

Relay Broadcast

Leonard A. Versluis, Area of Grand Rapids, Mich.—CP new relay station to be operated on 1622, 2058, 2150 and 2790 kc, power of 100 w and emission of A3.

AM—1340 kc

Bleecker P. Seaman and Carr P. Collins Jr., d/b as Seaman and Collins, El Paso, Tex.—CP new station 1490 kc 250 w and unlimited hours—AMENDED: to change frequency from 1490 to 1340 kc.

AM—1490 kc

Nathan J. Cooper, Morganton, N. C.—CP new station 1490 kc 250 w and unlimited hours.

FM—101.1 mc

Surety Bcstg. Co., Charlotte, N. C.—CP new metropolitan FM station to be operated on channel 266, 101.1 mc and coverage of 14,078 sq mi.

FM—Unassigned

A. Frank Katzentine, Orlando, Fla.—CP new rural FM station to be operated on frequency to be assigned by chief engineer of FCC and coverage of 19,090 sq mi.

AM—730 kc

Kennett Bcstg. Corp., Kennett, Mo.—CP new station 730 kc 1 kw and daytime hours.

Experimental Video

The Journal Co., Milwaukee—CP new experimental television station 540-560, 700-720, 900-920 mc, power of vis: 100 w (peak), aur: 100 w and emission vis: A5 and aur: AM or FM.

AM—1340 kc

Cole E. Wylie, Spokane, Wash.—CP new station 1340 kc 250 w and unlimited hours.

AM—1230 kc

Las Vegas Broadcasters Inc., Las Vegas, Nev.—CP new station 1230 kc 250 w and unlimited hours.

AM—1490 kc

B. Loring Schmidt, Salem, Ore.—CP new station 1490 kc 250 w and unlimited hours. (Call letters "KOCO" requested.)

AM—1190 kc

Santa Monica Bcstg. Co., Santa Monica, Cal.—CP new station 1190 kc 1 kw and daytime hours.

KFMB Sells SAN DIEGO

San Diego leads the West Coast in "Sales Management" Sales Index and is SECOND in per capita retail sales among the top 15 cities in the U. S. When you BUY KFMB you buy where the coverage counts—"from within."

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

NORTH EAST SOUTH WEST

The Texas Rangers

SELL MANY PRODUCTS FOR MANY ADVERTISERS

NOW ON

WCHS
Charleston, West Va.
Morrison Department Store

New
New York Office
475 Fifth Ave.

SAN ARTHUR B CHURCH PRODUCTION

Hotel Pickwick, Kansas City 6, Mo.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Two engineers with first class tickets for progressive Rocky Mountain NBC regional. Experience preferred but not necessary on one, other must be fully experienced. Lifetime job, and pleasant working conditions. Write Box 286, BROADCASTING, giving qualifications and salary expected.

Salesmen—New midwest station in market of 170,000. Excellent opportunity for two men, give full details first letter. College graduates preferred. Box 310, BROADCASTING.

Program director—experienced man—capable of developing public service. We want an idea man who can carry through. College graduate preferred. $75.00 per week. Midwest city of 70,000. Box 311, BROADCASTING.

Transmitter operator, first class license, one kilowatt southeast NBC affiliate—$40 on 50 hour basis. Give full details in first letter. Box 315, BROADCASTING.

Two first class ticket men for transmitter and control work. Excellent opportunity at good station. Permanent. Wire or call KICD, Spencer, Iowa.

WGAC, Augusta, Georgia, installing 5 kw plant needs engineer immediately. Should be able to work either studio or transmitter. Duties will include installation, maintenance, and operating. Contact Jack Jopling, Chief Engineer.

Engineer-announcer wanted by an NBC station in the citrus belt of Florida. Only routine announcing required. Prefer young man from the south starting out in radio. First-class license required. Radio Station WLAK, Lakeland, Florida.

Wanted: Station manager who can really sell. Send complete qualifications including past experience and references. P. O. Box 5859, Camden, Arkansas.

Producers, editors. Radio's Reliable Resources. Box 413, Philadelphia 5.

Wanted—By southern station in good market, experienced traffic manager, capable of writing copy. Must live in south. Salary open. Box 316, BROADCASTING.

Announcer-operator with 1st class ticket. $60.00 for 48 hour week. Must be well experienced as announcer; no operator experience necessary. Require photo, complete employment history. Opportunity for advancment for capable man with right slant on station loyalty. WEGO, Concord, N. C.

Need man with first class license to be announcer and assistant to chief engineer 250 watt Mutual station in Muscie Shoals, Ala. Wire collect if interested. Box 321, BROADCASTING.

Have announcer-operator position open immediately. $40.00, 40-hour week. Box 322, BROADCASTING.

Commercial manager—One of most progressive newspaper-owned local stations in country wants energetic working commercial manager. The man we want has come up the hard way. He has a good sales record knows how to work with and supervise people. He is now employed in commercial radio, knows programming, production, announcing and is looking for a managing job that will provide security and financial opportunity paralleling production and cooperation, good character, reliability, stability are requisites. If high pressure or transient don't answer. This is one of those rare opportunities for right man. Send references, picture, age, family status, anything else proving your ability and stability. Expansion plans under way include FM. Write S. H. Bliss, WCLO, Janesville, Wisconsin. Mutual affiliate.

Situations Wanted

Announcer-program director — Music, sports, news, married. Personal interview or transcription on request. Box 246, BROADCASTING.

Announcer-veteran. 23. Married. Knowledge of radio technique. Wants experience. Will do sales work. Business and technical background. Give me a chance. Box 253, BROADCASTING.

Studio engineer. Holder first class radiotelephone license, second class radiotelegraph license. Merchant Marine radio operator. Can handle AM-FM. Know French and German fluently. Musical background. Box 261, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Veteran, 29, married. Wants opportunity to prove ability. Flexible voice, transcription available. Prefer east, but will go anywhere. Box 263, BROADCASTING.

Announcer—Veteran, 22, single, graduate announcers school. Desires to continue studying with small progressive station under GI training program. Box 265, BROADCASTING.

Five years experience—Two years broadcasting, three years communication Air Corps. Install, operate and maintain. VHF AM and FM equipment. First class phone license. Prefer new station. Box 271, BROADCASTING.

Program manager, experienced all phases operations, administration, network production, FM. Box 272, BROADCASTING.

Chief engineer—Fifteen years experience in operation, maintenance, construction, installation, AM—FM to 50 kw. Age 37. Minimum $400. Available four weeks notice. Box 277, BROADCASTING.

General manager—Experienced in all phases of broadcasting. Young, ambitious, married, family. Box 280, BROADCASTING.

Veteran; desires announcer's job; small station experience; college graduate. Box 282, BROADCASTING.

Chief engineer available immediately. Twelve years experience. Executive ability. Married. Seeking permanent position with responsibility with progressive station. Complete story on request. Box 285, BROADCASTING.

Manager-veteran — outstanding record all phases broadcasting before war. Programming, promotion, sales, management—even setting up new stations. Prefer N. E. city, specifically Rochester. Box 288, BROADCASTING.

5 kw experienced 1st class transmitter man wants position. Announcing and control room experience. Best of references. Box 289, BROADCASTING.

Program director or announcer, veteran, seven years radio experience, all sports, general announcing, turntables, ad lib shows, continuity. Available immediately, go anywhere for reasonable salary. Age 30, single, sober, reliable. Box 290, BROADCASTING.

Managerial position sought by Navy lieut. commander, 32, married, 2 children. 5 years pre war broadcasting experience production, programming, announcing, sales. First class phone license. 3½ years Navy public relations South Pacific, Pearl Harbor and midwest. University graduate, well travelled. Available September. Box 291, BROADCASTING.

Program director—announcer ten years' experience clear channel network and independent station operation. Ex-Merchant Marine. Desire permanent spot where ability and results count. Box 292, BROADCASTING.

Studio control operator. Four years experience—engineering, recording, switchboard, typing. Desires position in Far East. Box 293, BROADCASTING.

Engineer—First class, experienced, veteran. Desire mid-south. $45.00 minimum. Box 294, BROADCASTING.

Live wire top notch all around man. Will make money for your station. Records, sports, special events, news, continuity. Box 295, BROADCASTING.

Top flight announcer in Washington, D. C. Now on network. 10 years experience news and commercial. Age 28, married. Present contract $10,000. Expires June 15th. Highest references including present employer. Wire for details. Box 300, BROADCASTING.

Announcer: Staff man and sports specialist; veteran; six years MBS affiliates; two years program director and sports director AFRS station; handles controls. Age 28, single. Permanent position only. Gorton T. H. Wilbur, 65 Federal St., New London, Conn.

Announcer—Service veteran desires permanent position. Available June first. Experience at several stations. Specialize: Poetry, baseball, platter and ad lib shows. Write, wire or phone Jack Pyle, Air Sea Rescue Agency, 1516 Fourteenth St., N. W., Washington, D. C., Executive 7400, Executive 5125.

Situations Wanted (Cont'd)

Available—Qualified announcers, engineers, copywriters. Radio's Reliable Resources. Box 413, Philadelphia 5.

Announcer-newsman. Ex-Naval Lt., Armed Forces Radio experience. Three years civilian as announcer, news editor, remote and studio M. C., platter jockey. College graduate. Excellent references. Available after July 1st. I can sell! John Harper, 317 N. Milton St., San Angelo, Tex.

Salesman—Ambitious, pleasing personality. Formerly with AFN. Desires sales job with national rep or station in New York area. Excellent references. Harry Lee Morton, Jr., 3708 Colonial Ave., Norfolk, Va.

Program director—Recipient two national awards. Twelve years radio experience. Man with ideas. Best references. Will contact you immediately. Box 302, BROADCASTING.

Engineer with limited capital and ten years comprehensive broadcast experience desires working interest in new station. Box 307, BROADCASTING.

Announcer—producer—writer. Network experience and references. Six years experience platter shows, news and commercials. Married. Details upon request. Box 308, BROADCASTING.

Program director. Ten years experience, important New York stations, all phases broadcasting, announcing, production, writing, dramatics. Imaginative. Original ideas. Box 309, BROADCASTING.

Radio station which wants purchasing agent, tower maintenance, landscape supervision, studio decoration, plus first class phone permit—salary yearly. Guarantee to effect savings equal to salary. Box 312, BROADCASTING.

Attention Washington stations: Young lady fully experienced in programming, music and commercial continuity writing. Intelligent, original, conscientious. Box 313, BROADCASTING.

Small stations: Can you use a young man (25) with ideas and enthusiasm? Recent B. S. magna cum laude. Trained in programming, advertising, sales promotion and publicity. Box 314, BROADCASTING.

Small station location desired by veteran, 28, in news, script-writing or publicity department. Newspaper and publicity background. Journalism graduate. Knowledge French, German, Italian, Go anywhere. Rocco Famighetti, 400 Marion St., Brooklyn 33, New York.

Veteran—Looking for small station affiliation. Have good background in all phases of radio production. Disks available. If interested will send full details and references. Robert Kriger, 110 W. 74 St., New York, N. Y.

Unique combo of creative talents for script division, N. Y. C. station or agency. 2 years continuity American Forces Network. Prewar credits network shows. Saul Gottlieb, 30 E. 208 St., New York 67, N. Y.

Ambitious vet, experienced script writer, announcer and knowledge of production. Former AFRS station manager. Want a postwar start, anywhere in U. S. Can handle any type of show. Particulars on request. H. E. Walpert, 184 States Ave., Atlantic City, N. J.

An able executive seeks a big job. A middle aged man of excellent business experience and judgment, now holding a station manager's position is now seeking a wider sphere in which to operate. A record of splendid achievement and progressive success includes a background of advertising sales; sales promotion; radio station organization; local and network sales and station management. Thoroughly capable of public relations and contact work for publicity and programming for local interests of community. Local independent and network affiliate experience. Box 317, BROADCASTING.

Ace writer available. Editor. Producer. Thoroughly experienced. Young married man. Discharge. Previous earning capacity $5,000 up. Box 318, BROADCASTING.

Announcer—Veteran, 24, married. Fine voice. Graduate of announcer's school. Army experience. Desire staff position. Willing, capable worker. Good mixer. Credit to organization. Will go anywhere. Donald Roberts, 53 Wall St., St. George, Staten Island, New York.

Announcer—Veteran—Army radio experience. Well rounded background in business, technical and cultural fields. Mature and resourceful. A willing worker. Good baritone radio voice. Small station preferred. Bernard Rubin, 324 West 24th St., New York, N. Y.

Situations Wanted (Cont'd)

Program executive—Lt. Colonel now on terminal leave, with radio programming, production and musical experience, seeks assignment with aggressive radio management. Established first overseas AFRS operation and rose from Second Lt. to Lt. Col. in 3 years. Experienced in all phases of radio production. Age 36. Box 320, BROADCASTING.

FM chief engineer—Available on two weeks' notice, or make arrangements for later date. Fifteen years experience, including construction. Age 35. Box 319, BROADCASTING.

Announcer-singer. Handy all-around man; 26; ex-Army captain. Network audition passed. Pre-war pro vocalist; 2 years writing, announcing daily university broadcasts. University highest-honor graduate, plus additional literary study. 3 years directing entertainments, analyzing and presenting news for Army personnel. Single. Prefer progressive central states station. Write Box 92, Bloomfield, Iowa. Recording, photo, references on request, interview in central states.

Announcer, newscaster, platter spinner. 22. Easily adaptable to personality of your station. Go anywhere. Living wage to start. No station experience but finest training obtainable. Can write commercials, run board. Radio acting experience. Full details, transcription and photo on request. Joe Scherer, 3522 Potomac Ave., Los Angeles 16, Calif.

For Sale

Studio control console and desk, transmitter control consolette, transcription desk and consolette. Beautiful custom jobs, matched, assembled but unwired. For two studios, initial one-man studio transmitter operation, expansion provision. Located Los Angeles. Box 303, BROADCASTING.

Maps—trade area, topographic, base, navigation, for FCC station applications San Francisco, Los Angeles, Seattle, Portland. Sell under cost. Box 304, BROADCASTING.

Planimeter, German 8" adjustable arm, vernier, accumulator dials. Box 305, BROADCASTING.

Lettering set, Wrico, VCN90, VN290, WV290, EVCN200, pens 4, 6, 7. Box 306, BROADCASTING.

250 watt transmitter, complete with one set of spare tubes. FCC approved. First check or money order for $1000.00 will buy it. Bamford, 516 Eighteenth St., Oakland, Calif.

For sale—4 Turner Dynamic Model 101A microphones. WKRZ, Oil City, Pennsylvania.

WE 304-A 1 kw transmitter. All self contained. No rotating parts. Clean and ready for immediate use. Price $3950.00 cash, FOB, Memphis. E. A. Alburty, Southern Broadcasting Service, Hotel Gayoso, Memphis 3, Tenn. Tel. 8-6860.

Wanted to Buy

Combination head for RCA 70-C1 table. Box 301, BROADCASTING.

Part interest in station. Fifteen years radio experience sales and programming. John H. Bennett, 387 Albany Ave., Kingston, N. Y. or WALL, Middletown, New York.

1000 watt transmitter not older than 1940, 60 cycle, prefer RCA 1K. CFOS, Owen Sound, Ontario.

200 thousand feet or any part ground wire number 6 to 10 soft drawn bare copper. Call or wire J. B. Fuqua, WGAC, Augusta, Georgia.

ANNOUNCER
—High Caliber—

Has versatility, experience, solid voice, personality, know-how of commercial delivery from institutional to punch styles, good knowledge of music and news-editing. Will leave present Chicago berth for congenial staff job paying $75.00 weekly, plus guaranteed opportunity to compete for talent fees. Box 287, BROADCASTING.

SALESMAN

With ideas, personality, experience and above all, interest in joining new station with great possibilities and growing with same. Commission basis and $50.00 weekly guarantee until billings reach $500.00 per week. If far away, do not apply. Write Walter M. Windsor, WKNB, 11 Asylum St., Hartford 3, Conn.

Billings

(*Continued from page 16*)

June. There is a possibility that *Date With Judy*, sponsored on NBC by the same firm, also may be discontinued.

Unless there is a drastic change in the grape supply and packaging picture, authorities expect many West Coast wine accounts to change their current radio plans. Budgets are being studied carefully by several northern California vintners, with trimmings anticipated.

Chicago Report

In Chicago radio, food accounts have been hardest hit by cancellations in the past three months. Largest local account, Peter Hand Brewing Co., is currently using *County Sheriff* on WGN and *The Whistler* on WBBM but has announced it will drop the former May 24 and reinstate *Easy Aces* (dropped March 11) effective today, on WMAQ, 5:30-5:45 p. m. *Crime Files of Flamond*, *Mystery House*, and *Casa Cugat* on WGN were dropped by the brewing company March 11.

J. Walter Thompson Co., Chicago, said the sugar shortage was causing Seven-Up to cancel *Fresh-Up Show* with Bert Lahr on MBS after June 27. The agency had planned to start a series of transcribed programs for Cole Milling Co. but postponed it when wheat restrictions took effect two months ago.

Campbell-Mithune cancelled spot campaigns in 12 markets effective May 18 but plans an advertising campaign direct starting within the next few weeks. McCann-Erickson, Minneapolis, ordered all Pillsbury Mills spot campaigns cancelled in March. Other retrenchments attributed to Government controls on wheat include:

Cancellation of proposed series of *Smilin' Ed McConnell* for Cole Milling Co.; cancellation by Olian Adv., Chicago, of approximately $100,000 budget in transcribed and spot campaign for Edelweiss Brewing Co., Chicago (sponsorship of *The Shadow* on WGN was started shortly thereafter and sponsor's appropriation is reduced about one-third at present); cancellation by Dancer - Fitzgerald - Sample, Chicago, of spots in smaller markets for Falstaff Brewing Co., New Orleans; cancellation by Schwimmer & Scott of spot campaigns on 20 stations for Fox DeLuxe Beer. D-F-S hewed to the line on all General Mills accounts.

Station representatives in Chicago agreed that under present conditions food and grain accounts affected by scarcities or Government restrictions would continue to pare radio budgets. Networks said only major cancellations were in spot and weak programs due to bad listening hours or material or both.

Report from Canada

There have been no sizable cancellations of Canadian radio time in the last three months, according to station representatives and CBC at Toronto. "Normal" summer cancellations on CBC involve about 10 programs. British American Oil Co.'s *Peerless Parade* was cancelled several months ago after appearing as *Fighting Navy* during most of the war, but no reason was given.

Kellogg's (corn flakes) cancelled its spot campaign for June and the rest of the year. Several feed accounts which had planned to go on the air this summer or which usually conduct radio campaigns at this time of year have called off their plans, primarily because of shortage of feeds. Some food advertisers have been unable to go on because of sugar shortages.

Swift, Miller Are Named To New Posts at WABC

G. RICHARD SWIFT has been appointed to the newly created post of assistant general manager of WABC New York, CBS-owned station, and Don Miller has been named sales manager.

Mr. Swift, who has been with CBS since 1931, has been program director for WABC and will continue those duties in addition to his new ones. Mr. Miller, whose association with CBS began in 1941, has been an account executive in the network's radio sales department. He replaces John Field Jr., who recently resigned as sales manager.

Attorneys for Irna Phillips Preparing Cross-Complaint in Show Rights Dispute

ATTORNEYS for Irna Phillips, Chicago daytime serial writer and contestant with Emmons Carlson in one of radio's bitterest court disputes over ownership of *Guiding Light* (NBC, 1-1:15 p.m. CDT) are planning renewed court action, it was learned by BROADCASTING last week.

A decree handed down by the Illinois Circuit Court a fortnight ago forbade further negotiations in regard to contracts or profits of the General Mills sponsored daytime serial without consent of Mr. Carlson, promotion manager of NBC Central Division [BROADCASTING, May 13].

Miss Phillips' attorneys claim the court's action in dissolving the partnership fails to constitute a "termination," i.e. a settling of accounts.

Mr. Carlson's claim to half-interest in the program, her attorneys said, is a violation of the 13th Amendment which pertains to "involuntary servitude."

"Although the court admitted the alleged partnership had been dissolved, it did not pass on the validity of Miss Phillips' contention that with the exception of a few weeks in 1936 Mr. Carlson has contributed nothing whatsoever to the success of the program in controversy."

"We intend to file a cross-complaint asking for the court to wind up the entire case and to establish a price for Miss Phillips' services for the past 10 years," the attorneys said. This, a spokesman for the law firm representing Miss Phillips declared, would give General Mills a right to call in its option, reputedly set at $50,000, on the program, or offer it for sale on a competitive bid.

Mr. Carlson's suit against Miss Phillips for half-ownership in *Guiding Light* was sustained several weeks ago by the Illinois Appellate Court. An appeal to the verdict was denied later by the Illinois Supreme Court.

Final disposition of the case, one of the longest in broadcasting history, is expected to establish a precedent on which other similar court action regarding ownership of ideas and/or scripts of radio properties can be determined.

Commercial Limitation Opposed by Nebraskans

LIMITATION of commercial copy in programs under the NAB Standards of Practice, particularly the 20% time limitation in participation, shoppers guides' and similar programs, was unanimously opposed by the Nebraska Broadcasters Assn. at its meeting May 10 in Kearney, Neb. [BROADCASTING, May 13]. The association took the position that the length of the commercial portion, direct or indirect, should be left to the best judgment of the individual station operator.

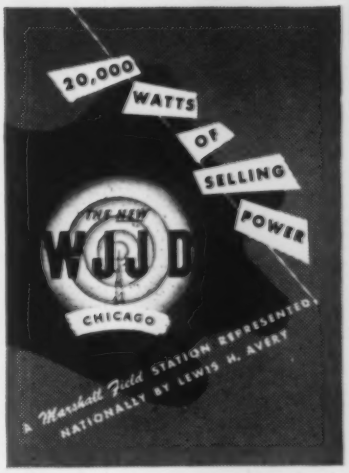
The 20% limitation was inserted in the Standards of Practice by the NAB Code Committee and approved by the Board of Directors at the January meeting.

CPA Turns Down GE

GENERAL ELECTRIC last week was refused permission by CPA to construct a $9,000,000 research building near Schenectady, according to an AP report quoting an unnamed GE official. Reason for rejection was not disclosed, though it has been CPA's policy to prohibit non-housing construction ruled deferable or non-essential.

Hodel to WCFC

E. J. HODEL has been named manager of WCFC Beckley, W. Va., FM metropolitan station for which the FCC granted a conditional permit last November. He is now connected with Beckley Newspapers Co., the CP holder. G. W. Yazell, recently out of the Navy, has been named chief engineer. Work has been started on a studio-transmitter structure. The station will have 1 kw power. The newspaper company operates two papers, *The Raleigh Register* and *Beckley Post*, both in Beckley. Station is running an extensive promotion campaign in the newspapers and reports that dealers are finding a demand for receivers with FM band.



WCKY

the 50,000 watt voice of Cincinnati

LIKE WLS IN CHICAGO

KTUC

GETS RESULTS IN TUCSON

Affiliated with The Arizona Network—KOY, Phoenix; KSUN, Bisbee-Lowell-Douglas

CBS

JOHN BLAIR & COMPANY

67th Market

TRI-CITIES

ROCK ISLAND - MOLINE

DAVENPORT

WHBF's primary area reaches 1¾ million people spending $561 million annually.

WHBF

BASIC MUTUAL 5KW 1270KC

WFMJ
SELLS
The Rich Mahoning Valley

Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

Studebaker Corp. Takes High Rating

"Views of the News", presented with local commentator by Studebaker every Mon., Wed., and Fri., 6:15-6:30 p. m., has scored high Hoopers over WTAG for 70 weeks. The Oct. 1945-Feb. 1946 rating is 22.4.

WTAG
WORCESTER

. . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!

65 *DIFFERENT*
PROGRAMS DAILY!

WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA

AMERICAN
Broadcasting Co.
FREE & PETERS
Natl. Reps.

Sell the WEST'S GREATEST MARKET through
LOS ANGELES plus LONG BEACH
KGER
MERWIN DOBYNS STATION
5000 WATTS • FULL TIME
NATIONAL REPRESENTATIVE
JOS. HERSHEY McGILLVRA, Inc.
New York Chicago San Francisco Los Angeles

Radio-Phone Plans Approved by FCC

St. Louis Mobile, Colorado Telephone Use Proposed

IMPETUS to commercial development of radio service to provide telephone communication in sparsely settled areas was given by the FCC last week with issuance of its first experimental grant for the proposed rural telephone service. The Commission also issued its first authorization looking toward a common carrier type of urban general mobile service.

Simultaneously, a general relaxation in operator requirements for portable and mobile stations in the experimental, emergency, miscellaneous, and railroad services was announced in the first of a series of orders to facilitate more extensive use of radio in nonbroadcast services which have been allocated frequencies.

Purpose

In granting a construction permit for Experimental Class II radio stations to the Mountain States Telephone & Telegraph Co., the Commission said the purpose of the authorization is to determine the practicability of the use of radio in a section of Colorado where wire lines are not available. The project provides for a central station at Cheyenne Wells and four subscriber fixed stations located at ranches within 20 miles of the central office. A sixth station will be operated as a portable transmitter to test the service.

The service is to be offered proposed subscribers, the Commission said, at current rates charged customers served by wire line telephone.

The grant for urban general mobile service was issued to the Southwestern Bell Telephone Co. to develop a common carrier service in the St. Louis area. The service will be offered to "anything that moves" within approximately 20 miles of the fixed station to be established, such as airplanes, boats, automobiles, trucks, busses and taxis. The license, classed Experimental Class II, covers construction permits for a land station and for 10 of 150 authorized units of a mobile station.

The relaxation of license requirements, the Commission explained, dispenses with the need of a licensed operator at all portable and mobile stations in the experimental, emergency, miscellaneous, and railroad services except for a limited number of stations using radiotelegraphy, a few stations operating below 25 mc, and some stations in the Experimental Service.

The Commission emphasized that the waiver (order No. 133) does not relieve licensees of stations affected of responsibility for proper operation of transmitting equipment at all times.

New Mexico Sales Tax Case Is Taken By Stations to U. S. Supreme Court

THE BASIC question of radio's status as an interstate operation has been taken to the U. S. Supreme Court by three New Mexico stations. They are appealing a March 18 decision by a three-judge Federal court that radio is both interstate and intrastate, the court at the same time holding that it lacked jurisdiction to grant the stations' plea for an injunction restraining the State of New Mexico from collecting a 2% gross sales tax on broadcast income.

The case goes to the Supreme Court in an appeal to review judgment of the Federal court. Opposition appeal has been filed by the state.

State Court Remedy

The stations—KGFL Roswell, KWEW Hobbs, KTMN Tucumcari—contend the decision is repugnant to Article 1, Sec. 8, Clause 1 of the U. S. Constitution forbidding privilege taxes. Broadcasting is exclusively interstate, the stations contend, and refer to the Fishers Blend decision by the Supreme Court.

Decision of the three-judge court held that the stations had a remedy in state courts but the stations point out that the tax law itself forbids injunctions and a speedy remedy is lacking. They contend the Legislature, in passing the 1935 tax—which was not applied to broadcasting until last year—had no conception of radio's operation. They oppose the $1 license fee as well as collection of the tax. Frazier & Quantius, Roswell, are attorneys for the stations.

KOB Albuquerque lost a state court decision in March, the court holding that the state could enforce the tax as of Oct. 1, 1945, but that taxes paid under protest before that date must be refunded. Judge William J. Barker, of the First Judicial District Court, held stations are both interstate and intrastate. He resigned from the bench after hearing the case to become a candidate for Governor in the Democratic primaries.

East Service Starts

FAR EAST SERVICE, an agency to handle Japanese translations, research, native writing and voice narrations for radio and motion pictures, has been formed in New York. Offices are at 531 W. 124th St. The agency specializes in Japanese publishing and advertising for the domestic field, Hawaii and Japan. Head of firm is Kay K. Nishimura, former Japanese and Far East Language editor of U. S. Dept. of State, and previously with OWI, Dept. of Justice and the War Dept.

Whitehall on CBS

AMERICAN HOME PRODUCTS Corp., New York, for Whitehall Pharmacal Co. Division (Anacin and Kolynos), June 3 starts sponsorship of *Give and Take* audience participation program on CBS, Mon.-Wed.-Fri., 4:30-5 p. m. Program will be heard Tuesday and Thursday on a sustaining basis and has been sponsored by Chef Boy-Ar-Dee, a division of American Home Products Sat. 10-10:30 a. m. since August 1945. Agency for Whitehall is Dancer-Fitzgerald-Sample, New York. Chef Boy-Ar-Dee is placed through McJunkin Adv., Chicago.

WPIK GROWS FAST
Sold to 98% Commercial Capacity in Short Time

ON THE AIR less than six months, WPIK Alexandria, Va., operating on 730 kc days with 250 w, is sold to 98% of its commercial capacity, Perry Walders, commercial manager, announced.

In a single day last week the independent station with a one-man sales department closed three 13-week contracts, one for a half-hour daily, one for 55 minutes daily and one Sunday hour show.

The P. J. Nee Furniture Co., with stores in Washington and Alexandria, expanded its extensive radio campaign by placing the new half-hour *Dreamhouse* program of transcribed music through Harwood Martin Agency, Washington.

Shirlington (Va.) Business Center, new shopping center, through its president, Joe Cherner, bought the WPIK noon *Luncheon Melodies* hour, which had been sustaining. Kal, Erlich & Merrick, Washington, is the agency.

Hayman's New Fashion Shop, through Lewis Advertising, took the Sunday full hour, *Treasured Music*.

Mr. Walders announced two other new accounts, the Arlington County Dairy, sponsoring *Story Time Gal*, a Saturday morning program for children, by Libby Lingo. Agency is Roger Brill & Assoc. Castle Contracting Co. sponsors Tony Howard's *Scoreboard* preceding weekday baseball games of the Washington Senators.

WPIK, built and operated by Walter B. Hayes and Carl Lindberg, former WTOP-CBS Washington engineers, emphasizes music throughout the station's broadcast day. Fan mail, unsolicited, indicates the people like the melodic popular and semi-classical compositions, according to Messrs. Hayes and Lindberg.

Program Director Bill Jefferay, also formerly of WTOP, schedules many public interest broadcasts about Alexandria people and civic groups, and makes the time available to non-profit organizations. To the station's interest in public affairs Messrs. Hayes and Lindberg attribute much of their current success. WPIK went on the air Dec. 1, 1945.

Delay Is Refused In WNEW Hearing

Sirica Charges That Bulova Left to Escape Subpoena

JAMES LAWRENCE FLY, former FCC chairman, once more will face John J. Sirica, former general counsel of the House Select Committee to Investigate the FCC when hearing on the application of WNEW New York for license renewal opens today in New York.

Mr. Sirica, as counsel for the Missionary Society of St. Paul the Apostle (Paulist Fathers), has filed application for WNEW's facilities. Mr. Fly represents WNEW.

At a hearing Friday before Motions Comr. C. J. Durr on Mr. Sirica's petition to continue the consolidated hearing date beyond May 20 because Arde Bulova, principal owner of WNEW, is out of the country, Mr. Sirica charged that Mr. Bulova left the country to escape subpoena.

"I absolutely refuse to start my case unless Mr. Bulova is present," said Mr. Sirica. "He is to be my first and most important witness."

Continuance Denied

Horace Lohnes, associate counsel for Greater New York Broadcasting Corp., licensee of WNEW, said WNEW was ready. He told Commissioner Durr that Mr. Bulova was doing some confidential work for the War Dept. and would not return "for two or three weeks." Mr. Sirica did not object to the WNEW case being heard first and Commissioner Durr denied the petition for continuance.

Plans are to hold a week's session in New York and adjourn to a later date, Mrs. Fanney Neyman Litvin, FCC counsel, said.

Mr. Sirica said, "I make the direct charge that Bulova deliberately left the country to evade service in this case." He petitioned the FCC on April 23 to subpoena Mr. Bulova, Harold Lafount, vice president of the Bulova radio interests, and Sanford Cohen, Mr. Bulova's counsel, he said, and on April 28 or 29 Mr. Bulova left the country.

The Paulist Fathers formerly operated WLWL New York on 1130 kc (WNEW's channel), but sold it to Mr. Bulova.

Bond Campaign

SOME 850 stations have ordered Treasury transcriptions and other promotional material for the June Savings Bond Campaign, according to Brent O. Gunts, radio director of the campaign. The drive starts June 6 and ends July 4, using the theme "Back Your Future." Treasury is offering the twice-weekly *Treasury Salute* series; two series of 12 five-minute discs featuring sports personalities and prominent women; new song, "There's a Bond Waiting for You"; kit of one-minute, 30-second and station-break announcements.

FCC May Probe Wire Snipping At Green's Asheville Address

AN INVESTIGATION by the FCC of the wire snipping which cut AFL President William Green's speech off the air May 11 appeared imminent last week. According to Benedict Cottone, FCC acting general counsel, the case is now in an "exploratory phase." Just what action FCC would take had not been determined by last Friday.

Mr. Green's Asheville, N. C. speech was scheduled for almost full NBC excluding West Coast, 6:45-7 p. m. (EST). Just 24 seconds after John Hurley, NBC announcer, had started the introduction, the lines out of Municipal Auditorium went dead. Following an investigation, it was found that three wires in the auditorium's basement had been cut with a sharp instrument. Talk was to have gone through facilities of WISE Asheville over leased AT&T wires to network headquarters in New York.

Last Thursday FCC legal department requested a report on the incident from AT&T Long Lines division. The report was submitted informally Thursday evening.

Apparently the only statute in the Communications Act of 1934 which covers such an act is Section 606 (b), which states: "It shall be unlawful for any person during any war in which the United States is engaged to knowingly or willfully, by physical force or intimidation by threats of physical force, obstruct or retard or aid in obstructing or retarding interstate or foreign communication by radio or wire. The President is hereby authorized, whenever in his judgment the public interest requires, to employ the armed forces of the United States to prevent any such obstruction or retardation of communication. . . ."

As technically, the U. S. is still at war, it is believed that this statute, under "War Emergency —Powers of President," would be applicable to the Asheville wire cutting. The person who cut the wires had not been apprehended by Friday.

Despite the fact that the speech was not broadcast, the AFL is making available to stations on request over 200 recordings of the speech. Greatest circulation of records is expected to be in the South, the section which speech was mainly intended to cover.

Hooper

(*Continued from page 16*)

form a Hooperatings advisory council, he said.

This council, to be composed of "men who combined knowledge of radio and appreciation of the technical problems of audience measurement with responsibility for budgets spent buying both radio audiences and measurements of them," will soon be formed.

It seems likely, however, said Mr. Hooper, that the functions of the Hooperatings advisory council will be "of an interim and informal nature" since ANA, AAAA and NAB are "still giving consideration to the type of organization necessary to attain the objectives set forth in the CAB special committee report."

Those three agencies were expected to report to CAB by Nov. 1 on "what kind of program audience measurement is wanted and needed by advertisers, agencies and broadcasters" and "how such program audience measurement can be made on a basis acceptable to all three groups as to method and cost [BROADCASTING, May 13].

Mr. Hooper's subscribers meeting followed by a week the issuance of a special booklet by the rival A. C. Nielsen Co., describing the Nielsen techniques of "ideal" radio research (see page 73).

Dorothy Lewis Director N.Y. Advertising Women

DOROTHY LEWIS, coordinator of listener activity of the NAB, was elected to the Board of Directors of the Advertising Women of New York at the May 14 business meeting and elections held in New York. Eugenie Stamler, media director of the Biow Co., New York, and Harriet Gormley, publicity department, Westinghouse Electric Corp. were also elected to the board.

Mrs. Lewis

Mary McClung, advertising director of the New York Post, was elected president, succeeding Caroline Hood, public relations director of Rockefeller Center, who becomes an ex-officio member of the board of directors. Other new officers are Lillian Jackman, Tip Top Letter Shop, vice president; Alice O'Connor, Adv. Dept., Fisk Tire Co., treasurer; Helen Berg, Textron Inc., corresponding secretary; Mary Tucker, of *Charm Magazine*, recording secretary. Continuing as board members are Harriet Raymond, Celanese Corp.; Henrietta Amos, Abbott Kimball Co., and Grace Johnsen, ABC.

Mrs. Roosevelt Is Guest

MRS. ELEANOR ROOSEVELT will be guest author May 23 on first "Author Meets the Critic" program to be broadcast on WQXR New York, 9:30-10 p.m. Program on that date moves to that station from WHN New York. Mrs. Roosevelt's book, "If You Ask Me," will be under discussion with John Mason Brown. Series is sponsored by the Book-of-the-Month Club, New York.

COME AND GET IT says MR. REDDY CASH
"Ready buyers" await your message in the heart of the world's largest oil field. — KFRO influences buying habits of 500,000 people.
• American
• Mutual
KFRO
LONGVIEW, TEX

A GOOD TIP FROM A GOOD NEIGHBOR
It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.
MEXICO
RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P. O. BOX 1324 MEXICO, D. F.

Part Interest Sales of WKVM and WAGM Are Submitted to FCC for Approval

SALES of half interest in WKVM Arecibo, P. R., for approximately $9,375 and four-fifths interest in WAGM Presque Isle, Me., for about $9,200 had been reported to FCC last week for approval.

Puerto Rico Adv. Co., licensee of WPRA Mayaguez, proposes to sell its 50% interest in WKVM—6%-plus to Ralph Perez Perry, who already controls 50% and is general manager of WKVM, for $1,150, and 43%-plus to Julio Vidal, owner of stores in Arecibo and Mayaguez and former stockholder in Puerto Rico Adv., for $8,225.

Mr. Perry thus would acquire positive control, but the application asks that compliance with the Avco advertising plan be waived since he already owns half interest and is merely "adding" stock, and since he will remain as general manager with policies unchanged.

Puerto Rico Adv. is withdrawing, the application explains, so that its president, Andres Camara, general manager of WPRA, may devote fulltime to the Mayaguez station. WKVM is assigned 1230 kc with 250 w fulltime.

In the proposed WAGM transfer, Harry E. Umphrey, president but not heretofore a stockholder, would acquire 40.6% interest and Harold D. Glidden, manager, would acquire 39.6%. Sellers are Lester E. Hughes, chief engineer, and Mrs. Hughes; Mr. and Mrs. C. F. Grant, and Ernest A. Trite. Approximately 20% interest divided among 38 other stockholders would not be affected.

WAGM burned in January 1945 but was back on the air within a few days. It operates specified hours on 1450 kc with 100 w.

Driver Taps Cop

ALTHOUGH John Spottswood, owner-manager of WKWF Key West, Fla. was brought before the court last Monday, on Tuesday he brought the officer who arrested him before the same court. Mr. Spottswood had been arrested for speeding, but drew suspended sentence when he promised to broadcast a warning to motorists every day for ten days on WKWF. The next day he brought in the cop who arrested him on the charge that he had an improper license tag on his motorcycle. Policemen's case was set for trial at the May term of court.

NBC's Group Meets

SPRING meeting of NBC's stations planning and advisory committee was held last week in New York. Members of the committee for two days discussed network affairs with NBC executives and were feted at a dinner at the 21 Club Monday night. Members of the committee are Clair McCollough, WGAL Lancaster, Pa.; Campbell Arnoux, WTAR Norfolk, Va.; Nathan Lord, WAVE Louisville; Harold Wheelahan, WSMB New Orleans; Walter Damm, WTMJ Milwaukee; William Way, KVOO Tulsa; Karl Wyler, KTSM El Paso, and William Ryan, KFI Los Angeles.

KIEV Changes

WITH Cal Cannon named as his assistant, Kenneth O. Tinkham, newly appointed general manager of KIEV Glendale, Calif., has announced change in station policy which will include more live and public interest programs. Pickup of remote broadcasts will be stressed, replacing recordings. New music, programming and publicity departments are being set up. Structure housing KIEV at 102 N. Glendale Blvd. will be renovated and remodeled to permit additional studios and executive offices. Mr. Cannon is son of David H. Cannon, president of KIEV, and was formerly with station.

SEMINAR ON LABOR PLANNED BY RMA

FIRST seminar on management-labor problems of the radio set and parts manufacturing industry will be held May 21-22 at the Hotel Pennsylvania, New York, under auspices of the Radio Manufacturers Assn. Authorities on collective bargaining, union and employe responsibilities and other problems will participate.

Chairman of the seminar committee is Richard C. Smyth, industrial relations director, Radio Division, Bendix Aviation Corp., Baltimore. Sessions will be open.

Appearing on the program at the opening session Tuesday will be Glenn W. Thompson, president, Noblitt-Sparks Industries, Columbus, Ind.; Lawrence B. Morris, consultant, New York; C. F. Mudridge, consultant, New York; O. C. Coll, director, Labor Relations Institute, New York. Luncheon speaker will be Dr. W. E. Gelhard, Ernst & Ernst, Chicago.

Tuesday afternoon's program will present Moses Shapiro, general counsel, Electronics Manufacturers Assn., New York, with Arthur Freed, vice president and general manager of Freed Radio Corp., New York, as chairman.

Wednesday morning discussion on union and employer responsibility will feature William H. Davis, former chairman, NLRB; Vincent P. Ahearn, member of Secretary of Labor's Advisory Committee; E. J. Brown, international president, IBEW (AFL); Julius Emspak, secretary-treasurer, United Electrical, Radio and Machine Workers of America (CIO). Mr. Smyth will preside. Luncheon speaker will be Marvin A. Heidt, Bendix Aviation Corp. vice president.

RMA Job Classifications and Wage Surveys Subcommittee, headed by A. H. Gardner, president of Colonial Radio Corp., Buffalo, will meet at 3 p. m. Wednesday.

Political

(*Continued from page 13*)

ers," the KOB letter declared.

In its reply the Commission referred to its decision in the WHKC case, in which UAW-CIO contended it was unable to secure a fair share of time on the Columbus station. FCC said its reasoning in the WHKC case is still applicable, and quoted:

". . . Competent management should be able to meet such problems in the public interest and with fairness to all concerned. The fact that it places an arduous task on management should not be made a reason for evading the issue by a strict rule against the sale of time for any programs of the type mentioned."

Grew from Programs

The request for Commission interpretation grew out of programs carried on KOB by Larry Bynon, editor of the *New Mexico State Record*, Sante Fe, in which Mr. Bynon attacked the policies of various officials including those of New Mexico Gov. John J. Dempsey. On one occasion, according to the KOB letter, Mr. Bynon reported that he himself was paying for the broadcast. Later he said subsequent broadcasts were being paid for by his paper. On the March 15 broadcast, KOB said, he told listeners that "anonymous" businessmen were paying for the program.

When the KOB manager heard the statement on the air, he instructed the announcer to report that the program was paid for by the speaker. The scheduled announcement, according to the letter, was that the *State Record* paid for it.

Asked Revocation

Through his son, William J. Dempsey, Washington radio attorney, the New Mexico chief executive filed proceedings seeking to have KOB's license revoked, charging that sponsors of the program were not identified and that "false, defamatory and scurrilous" statements had been broadcast.

After March 22, KOB declared, Mr. Bynon submitted sworn statements with each broadcast, asserting that the *State Record* was paying for the programs.

But on May 2, the letter continued, J. H. Hearne, FCC regional attorney, "called upon the station management and the president" to determine whether the Bynon broadcasts had violated Sec. 317. Later, it was pointed out, Mr. Hearne went to Santa Fe and upon his return "he informed the licensee that he had examined the private books of the *New Mexico State Record* and while he found check stubs covering payments of some of the broadcasts in question, he seemed to doubt that the income of the *New Mexico State Record* was sufficient to enable it to pay the time charges in question."

"Refused" to Respond

In a subsequent conference between Mr. Bynon, Mr. Hearne and T. M. Pepperday, KOB president, "Mr. Bynon refused to respond to the questions of the Commission's investigator as to the source of Bynon's income," the station asserted.

"Mr. Pepperday then stated that in view of the doubts expressed by Mr. Hearne as to whether the income of the *New Mexico State Record* was sufficient to pay for the time charges involved, that KOB would carry no further broadcasts of Mr. Bynon until the matter was settled, the station reported.

KOB pointed out that New Mexico primary elections campaigns are already in progress, that Gov. Dempsey is seeking Democratic nomination to the U. S. Senate and

Released

DOG AND MASTER, Wotan and Frank Goss, CBS Hollywood announcer have each returned to civilian life after four and a half years in Army. Wotan served as sentry dog from Pearl Harbor through V-J Day, and now holds honorary discharge, much like his master.

OPA Action Opens Way for Half-Million Radio Receivers to Be Put on Market

HALF-MILLION radio sets held back by manufacturers and distributors while OPA withheld an 8% price increase [BROADCASTING, May 6], started moving into trade channels Friday when OPA issued its long-awaited formal order.

Action was taken Friday by OPA Administrator Paul A. Porter, who speeded up Government red tape to get the order into the open and release the receiving sets. Industry representatives had taken their complaint over the delay to Mr. Porter.

Under the new order set manufacturers must either take the full 8% increase allowed at the manufacturers' level or none at all. This is designed to keep a manufacturer from figuring out a method of taking a lesser percentage increase without changing the retail price, forcing distributors and dealers to absorb the increase.

The full 8% increase is passed on to consumers in the low-bracket price class with 5.245% of the increase being passed on to consumers in the middle-price class and 2.977% passed on to consumers in the top bracket. Average increase in retail prices will be about 4.85%. Previous adjustments had been granted on auto radios, which do not come within the current price increase.

is opposed by Sen. Dennis Chavez, and that the station has received many requests for time for political broadcasts.

However, it continued, "because of the criminal sanctions involved and the possible jeopardy to its licenses, KOB feels that it can carry none of the political broadcasts with the exceptions noted above, until a clarification of its duties under Sec. 317 of the Communications Act is obtained."

The "exceptions noted above" apparently referred to a notification sent to Mr. Bynon saying that, until clarification has been received, KOB will carry no political broadcasts except to afford an equal opportunity to reply to all persons criticized by Mr. Bynon upon the same terms and conditions of the time sold to Mr. Bynon.

". . . In view of the 'equal opportunity' provision of Sec. 315," the station said, "it is uncertain as to whether KOB would violate the law if it refuses to accept either the sworn or unsworn statement of Mr. Bynon and yet permits other political broadcasts on unsworn or sworn statements as to payor-identification. This has become particularly critical at the moment because Mr. Bynon has filed as a candidate for the Republican nomination to the U. S. House of Representatives and is seeking to purchase time in behalf of that candidacy . . ."

KOB also noted that requests for political time usually must be handled expeditiously, and pointed out that the FCC investigator's study of the source of Mr. Bynon's funds required 2½ days with the support of Federal processes "and then, so far as the licensee is informed, did not obtain conclusive and final facts on the matter."

Outlet in Philadelphia Among 15 Station Grants Last Week

A NEW regional station for Syracuse, a sixth owned outlet for the Yankee Network, and a 10 kw daytime station in Philadelphia were among 15 authorizations for new standard stations issued last week by the FCC.

The regional went to Syracuse Broadcasting Co., whose application for a 5 kw station on 1260 kc, unlimited, was severed from the hearing docket and granted. The construction permit is contingent upon approval by the CAA of the grantee's proposed antenna.

The question of multiple ownership entered into the Commission's action in granting a local station in Portland, Me., to Yankee Network over the objections of Comrs. Durr and Walker, who voted for hearing. Yankee also owns WNAC Boston, WAAB Worcester, WEAN Providence, WONS (formerly WHTD) Hartford, and WICC Bridgeport.

A grant to Patrick Joseph Stanton for a 10-kw daytime station in Philadelphia was made on condition that he file within 60 days an application for modification of permit specifying transmitter site and antenna system meeting FCC requirements. Mr. Stanton, general manager of WDAS Philadelphia and also a writer and actor, has been in Ireland for three months visiting his family and attending to business matters. He estimated his new station would cost $64,000 to $74,000.

Grants for local stations for Worcester, Mass., Waterbury, Conn., and Norwich, Conn., subject to conformance with certain engineering requirements, were among the authorizations.

Also included were two grants for daytime stations in Mayfield, Ky., a city of 8,600 population (1940 estimate). Both applicants are named Mayfield Broadcasting Co., one being a corporation and the other a partnership.

One of the week's grants, for a local station in Paragould, Ark., was acted upon within little more than a month of the filing of the application. Commission sources said it was one of the "fastest" grants since normal licensing was resumed last October, but pointed out that applications for 250-w stations have been approaching a "current basis" for some time except in cases complicated by interference problems and similar factors [BROADCASTING, April 15].

A 30-day leeway between filing and action is considered desirable by the FCC. Priority of consideration is given applications for stations in towns which have no existing outlets. The Paragould grant—the first for that town—went to Progressive Broadcasting Co., which estimated the station would cost $9,500. The application was filed March 27.

The grants were as follows:

Paragould, Ark.—Progressive Broadcasting Co. 1490 kc 250 w fulltime. Equal partnership: Thomas Maxie Self, Jonesboro, retail merchant; John Eads Douglas, chief engineer KBTM Jonesboro; Gordon Theodore Rand, Jonesboro, high school English teacher. Granted May 10.

Evanston, Ill.—Evanston Broadcasting Co. 1590 kc 1 kw daytime only. Principals: Fred S. Newton, president, and James N. McTaggert, secretary-treasurer, co-owners of St. Clair Abstract Co., Port Huron, Mich., each 50% of preferred and 33 1/3% of common stock; Angus D. Pfaff, with Oak Mfg. Co., Chicago, 33 1/3% of common. Granted May 10.

Corbin, Ky.—Corbin Times-Tribune Inc. 1400 kc 250 w fulltime. Publishes Corbin Tribune and Times, owns 50% Harlan Enterprise. Principals: J. Springer Robinson, president, 69%; James O. Corbin, vice president, 6%; John L. Crawford, secretary-treasurer, 23%. Granted May 10.

Lenoir, N. C.—John P. Rabb, operator of John Rabb & Co., electrical contracting firm. 1340 kc 250 w fulltime. Granted May 10.

Philadelphia, Pa.—Patrick Joseph Stanton, general manager of WDAS Philadelphia. 1530 kc 10 kw daytime only. Granted May 10.

Galax, Va.—Carroll-Grayson Broadcasting Corp. 1400 kc 250 w fulltime. Principals: Robert V. Morris, owner of Galax Insurance Agency, president, 45%; Heck A. Ford, Martinville real estate man, minority stockholder in WMVA Martinsville, vice president, 22½%; John W. Shultz, general manager WMVA, formerly with WSJS WBIG WSTP, secretary-treasurer, 22½%. Granted May 10.

Syracuse, N. Y.—Syracuse Broadcasting Corp. 1260 kc 5 kw fulltime, directional antenna at night. Principals (all of Syracuse): Walter G. Bligh, Army veteran, president (20%); Joseph J. Pietrafesa, president of clothing manufacturing plant, stockholder in wholesale and retail clothing firms, vice president (20%); Jerome M. Wilson, jewelry store owner, treasurer (20%); T. Frank Dolan Jr., attorney and real estate man, secretary (20%); Lawrence Sovik, attorney, stockholder in wholesale hardware firm (20%). Granted May 16.

Bradenton, Fla.—Manatee Broadcasting Co. 1490 kc 250 w fulltime. Principals: N. A. Perry Jr., Palmetto, Navy veteran formerly in advertising, president and general manager (50%); J. E. Foster, Tampa, Merchant Marine veteran, engineering background with WNBZ WBTM WTSP, vice president and chief engineer (25%); Stella S. Foster, Tampa, secretary-treasurer (25%). Granted May 16.

Mayfield, Ky.—Mayfield Broadcasting Co. 1230 kc 1 kw daytime. Partnership: H. M. Suthard and P. M. Mullins. Granted May 16.

Mayfield, Ky.—Mayfield Broadcasting Co. Inc. 1050 kc 250 w daytime. Granted May 16.

Portland, Me.—Yankee Network Inc. 1490 kc 250 w fulltime. Principal owner: William F. O'Neill, president. Granted May 16.

Norwich, Conn.—Norwich Broadcasting Co. 1400 kc 250 w fulltime. Partnership: H. Ross Perkins and J. Eric Williams. Granted May 16.

Waterbury, Conn.—Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers. 1240 kc 250 w fulltime. Granted May 16.

Worcester, Mass.—New England Broadcasting Co. 1230 kc 250 w fulltime. Granted May 16.

Newberry, S. C.—Newberry Broadcasting Co. 1240 kc 250 w fulltime. Partnership: C. A. Kaufman and John F. Clarkson. Granted May 16.

FCC Reply to KOB Letter

Following is FCC's reply to KOB Albuquerque, interpreting political sections of the Communications Act:

This will reply to a letter of May 10, 1946, from your attorney, W. Theodore Pierson, requesting interpretation of Sections 317 and 315 of the Communications Act of 1934 in the light of certain events and circumstances outlined in such letter.

You ask to be advisesd as to "(1) the nature of the burden of investigation that is imposed upon it (a licensee) by Section 317 with respect to determining the true identity of the person or persons directly or indirectly supplying funds for the payment of charges for the use of such broadcast time, and (2) whether a violation of the "equal opportunity' provisions of Section 315 is committed if the licensee imposes different requirements of proof of source-of-funds upon competing candidates."

As you recognize, Section 317 of the Act makes mandatory an announcement of the identity of a sponsor in all cases where a broadcast station receives or will receive consideration. This requirement has been implemented by Section 3.409 of the Commission's Rules. . . .

The observance of these provisions is considered to be the duty and responsibility of each station licensee, and it is incumbent upon it to take all reasonable measures in this connection. As to what may be reasonable depends, of course, upon the circumstances in each case. For example, if a speaker desires to purchase time at a cost apparently disproportionate to his personal ability to pay, a licensee should make an investigation of the source of the funds to be used for payment. This is particularly true in a case where the speaker has previously appeared on similar broadcasts sponsored by others, and announces the fact that he is resuming his broadcasts.

The fact that in particular cases a station may be required to make a different type of investigation to determine the facts relating to identity of sponsorship, is not considered to violate the "equal opportunity" provision of Section 315 of the Act.

The Commission appreciates the fact that a broadcast station may experience some problems in fulfilling its responsibility under Section 317 of the Act. However, the possibility or the occurrence of such difficulties does not justify a station licensee in adopting a general rule that it will not make time available for the discussion of controversial subjects or for broadcasts by duly qualified candidates for public office. Nor would the fact that an independent investigation is necessary in a particular case, automatically relieve a station from its responsibility to make its facilities available to the person in question. Such refusal is inconsistent with the concept of public interest established by the Communications Act as the criterion of radio regulation.

The Commission's reasoning in the WHKC case (Docket No. 6631) is applicable in this situation. The Commission stated in that case that ". . ., competent management should be able to meet such problems in the public interest and with fairness to all concerned. The fact that it places an arduous task on management should not be made a reason for evading the issue by a strict rule against the sale of time for any programs of the type mentioned."

NARBA Engineers Meeting on June 3

Simpson Is Appointed by FCC On Interference Committee

FORMATION of an international engineering committee to act in event of interference between stations of signatory nations to the North American Regional Broadcasting Agreement is scheduled to take place June 3 in Washington. State Dept. sent invitations to Canada, Cuba and Mexico.

Last week the Commission designated Virgil Simpson, assistant to the chief engineer, to serve on the U. S. committee which will appoint the American engineer to work with Cuban and Canadian engineers under terms of the NARBA Interim Agreement signed in Washington in late February [BROADCASTING, March 4].

Sr. Carlos Maristany, Undersecretary of Communications for Cuba and head of the Cuban delegation to the Second North American Regional Broadcasting Conference, some weeks ago wrote the State Dept. urging that the inter-American engineering committee be set up by May 15, in order to begin functioning June 1 as provided in the Interim Agreement.

State Dept. asked the FCC to assume leadership in the NARBA affairs.

Mexico so far has not ratified that portion of the Interim Agreement setting up the engineering committee. Cuba, Canada and the U. S. did ratify, with the Bahamas, the Dominican Republic and Newfoundland participants as adherents.

Comr. E. K. Jett, who was chairman of the Second NARBA Conference early this year, said Friday that a series of meetings would be announced shortly between industry members and Government officials in preparation for the next NARBA convention. All nations, under the Interim Agreement, must submit their proposals to the Inter-American Radio Office in Havana no later than Oct. 1, 1946.

At Deadline ...

HARDING COLLEGE BUYS WHBQ FOR $300,000

SALE of WHBQ Memphis (250 w on 1400 kc) to Harding College, Searcy, Ark. for $300,000 cash revealed in application filed Friday with FCC for assignment of license. College, owned by Church of Christ, would acquire 50% from Mrs. Stella H. Thompson, widow of Thomas Thompson, station founder; 25% each from S. D. Wooten Jr., chief engineer, WREC Memphis, and Mrs. Emily P. Alburty, wife of E. A. (Bob) Alburty, WHBQ general manager.

If FCC approves assignment, Mr. Alburty remains as general manager, station continues as commercial outlet. College plans to move to Memphis. Present staff will remain. Mrs. Alburty acquired 25% interest from Hoyt B. Wooten, brother of S. D. Jr. and president, general manager of WREC, in October 1944 because of duopoly rule.

Harding College, established 1924, headed by George Stuart Benson, former missionary to China, veteran teacher, syndicate columnist and former radio commentator. It's liberal arts, co-ed, has 300 students, 40 teachers. Plans contemplate college facilities will be used for public service programming, training radio personnel in conjunction with station, but WHBQ would not become non-commercial educational outlet. WHBQ founded in 1925, became MBS affiliate in March 1944. Harding College represented by Neville Miller, former NAB president; WHBQ by George Strong, both Washington attorneys.

Closed Circuit

(*Continued from page 4*)

ests in radio, including networks, are awaiting with interest FCC decision in proposed KQW sale to CBS for $950,000. This opinion (and probable dissent) expected to deny transfer to network and establish ceiling on group ownership of stations, probably with limitation of six or seven for both AM and FM.

LT. COL. GEORGE O. GILLINGHAM, after more than four years' duty as information chief, Chemical Warfare Service, returns July 1 to FCC as director of information. His wartime relief, Earl Minderman, will stay on temporarily to reacquaint Col. Gillingham with assignment which has undergone sweeping change during momentous war years.

WHILE IBEW throws hooks into larger stations, small market outlets are wondering how they can afford first class engineers as required by new FCC Order (91-D) and where they can get enough of them as new stations keep taking the air. NAB is asking FCC for aid in living under new order and may ask easing of requirements at later date.

THOSE sweet songs of love and friendship rendered by Petrillo last winter were music to industry ears at time, but intermission that started in early April when NAB and AFM last met has become more of a terminal leave. Perhaps NAB President Justin Miller will raise his voice few decibels in next few days by telling Jimmy he's surprised at recent AFM stalling and anti-radio gestures out of tune with winter wooing. Industrywide Music Committee at May 9 meeting called on NAB head to demand explanation from music czar.

FCC ISSUES 16 CONDITIONAL FM PERMITS

FCC ISSUED 16 more conditional FM grants late Friday, bringing to 442 number of applicants given grants since resumption of normal licensing. All but five were for metropolitan or "metropolitan, possibly rural" stations and all but six were to standard licensees.

Commission also gave construction permits to eight grantees which had previously received basic engineering approval. Another nine grantees were given basic engineering approval.

Receiving conditional grants: Southwestern Hotel Co. (KFPW), Ft. Smith, Ark.; KWHN Broadcasting Co. Inc., Ft. Smith; Studebaker Broadcasting Co., San Diego, Calif.; J. K. Patrick & Co. (WGAU), Athens, Ga.; Courier-Times Inc., New Castle, Ind.; The Bowling Green Broadcasting Co. (WLBJ), Bowling Green, Ky.; Stephen Broadcasting Co. (WDSU), New Orleans; John F. Hopkins Inc. (WJBK), Detroit; Macomb Publishing Co., Mt. Clemens, Mich.; The Brockway Co. (WMSA), South of Massena, N. Y.; Civic Broadcasting Corp. (WOLF), Syracuse; Valley Broadcasting Co., Eugene, Ore.; Eugene Broadcast Station (KORE), Eugene; Mon-Yough Broadcasting Co., McKeesport, Pa.; WHBY Inc. (WTAQ), Green Bay, Wis.; William F. Huffman (WFHR), Wisconsin Rapids, Wis.

Those receiving regular CPs, have previously been issued engineering approvals: WKBH Inc., LaCrosse, Wis.; Green Bay Newspaper Co., Green Bay, Wis.; Louis G. Baltimore (WBRE), Wilkes-Barre, Pa.; Reno Newspaper Inc., Reno; Radio Sales Corp. (KRSC), Seattle; Fla. Broadcasting Co., Jacksonville; Isle of Dreams Broadcasting Co. (WIOD), Miami, Fla.; Textile Broadcasting Co. (WMRC), Greenville, S. C.

Applicants receiving basic engineering plan approval: Intermountain Broadcasting Corp. (KDYL); Rock Island Broadcasting Co. (WHBF), Rock Island, Ill.; Piedmont Broadcasting Corp. (WTSP), Salisbury, N. C.; A. Frank Katzentine (WKAT), Miami Beach; Northside Broadcasting Corp. (WGRC), Louisville, Ky.; WDOD Broadcasting Corp., Chattanooga; WRAK Inc., Williamsport, Pa.; Mark K. Wilson, Chattanooga; Sunbury Broadcasting Corp. (WKOK), Sunbury, Pa.

KANS SALE APPROVED

FCC CONSENT to sale of KANS Wichita by Herbert Hollister and Don Searle to O. L. (Ted) Taylor for approximately $400,000, announced by Commission Friday. Commissioner Durr voted for hearing. Mr. Taylor is sole owner of KTOK Oklahoma City and general manager of Taylor-Snowe-Howden stations (KGNC KFYO KTSA KRGV). Licensee assignment, from KANS Broadcasting Co. to Kansas Broadcasting Inc., followed Avco plan. No competitive bids received. Mr. Hollister, president of assignor, heads Hollister Crystal Co. and owns stocks in KMMJ Grand Island, Neb. Mr. Searle is ABC Western Division vice president. KANS is on 1240 kc, 250 w fulltime.

GEORGE B. STORER, president of Fort Industry Co., in Florida under doctor's orders because of gastric ailment.

NINE TELEVISION STATIONS AUTHORIZED BY FCC

RECORD number of television permits granted at one time in history of FCC was issued late Friday with authorizations for nine stations in nine cities. Action brought to 23 total stations authorized or in operation.

Receiving grants: A. S. Abell Co. (*Baltimore Sun*), Baltimore; NBC, Cleveland; Outlet Co. (WJAR), Providence; Oregonian Publishing Co. (KGW), Portland; Intermountain Broadcasting Corp. (KDYL), Salt Lake City; KSTP St. Paul; Havens & Martin Inc. (WMBG), Richmond, Va.; Worcester Telegram Publishing Co. Inc. (WTAG), Worcester, Mass.; and Raytheon Mfg. Co., Waltham, Mass.

Commission said it now has 79 applications on file of which 41 have been set for hearing. [Withdrawal of Kansas City Star Co. (WDAF), Kansas City, Mo., received after announcement, reduced figure to 78]. However, it stated hearings may be necessary on only 33 of the 41 cases, leaving 46 applications on which grants could be made without hearing.

To permit processing of 28 applications, Commission said, it will send out notices within next week giving applicants 30 days to furnish information required. If data are not furnished within this period, it stated, applications will be dismissed.

Commission also directed that letters be sent to applicants requesting compliance with standards respecting antennas. Following were listed as proposing antenna heights "grossly inadequate," to meet FCC standards; Earl C. Anthony, Boston; WBEN Buffalo; Stromberg-Carlson Co. (WHAM), Rochester; Jacksonville Broadcasting Corp. (WPDQ), Jacksonville, Fla.; Indianapolis Broadcasting Corp. (WIBC), Indianapolis; KRLD Dallas, Tex.

Television stations could be established in 33 additional cities on basis of pending applications, if engineering data are complete.

KSWO GETS MORE POWER

FREQUENCY CHANGE, increased power, and fulltime operation for KSWO Lawton, Okla., daytime station, approved by FCC and announced Friday. Change is from 1150 kc with 250 w to 1380 kc with 1 kw, directional antenna, fulltime. Other changes approved: for KFAC Los Angeles, increase from 1 to 5 kw on 1330 kc, DA fulltime; for WSAZ Huntington, W. Va., increase on 930 kc from 1 kw fulltime to 5 kw day 1 kw night, DA at night; for WSFA Montgomery, Ala., increase on 1440 kc from 1 kw day 500 w night to 1 kw fulltime, DA at night. Commissioner Durr voted for hearing on WSAZ and KFAC application.

Alpine 100 Mc FM Disrupting Area Video

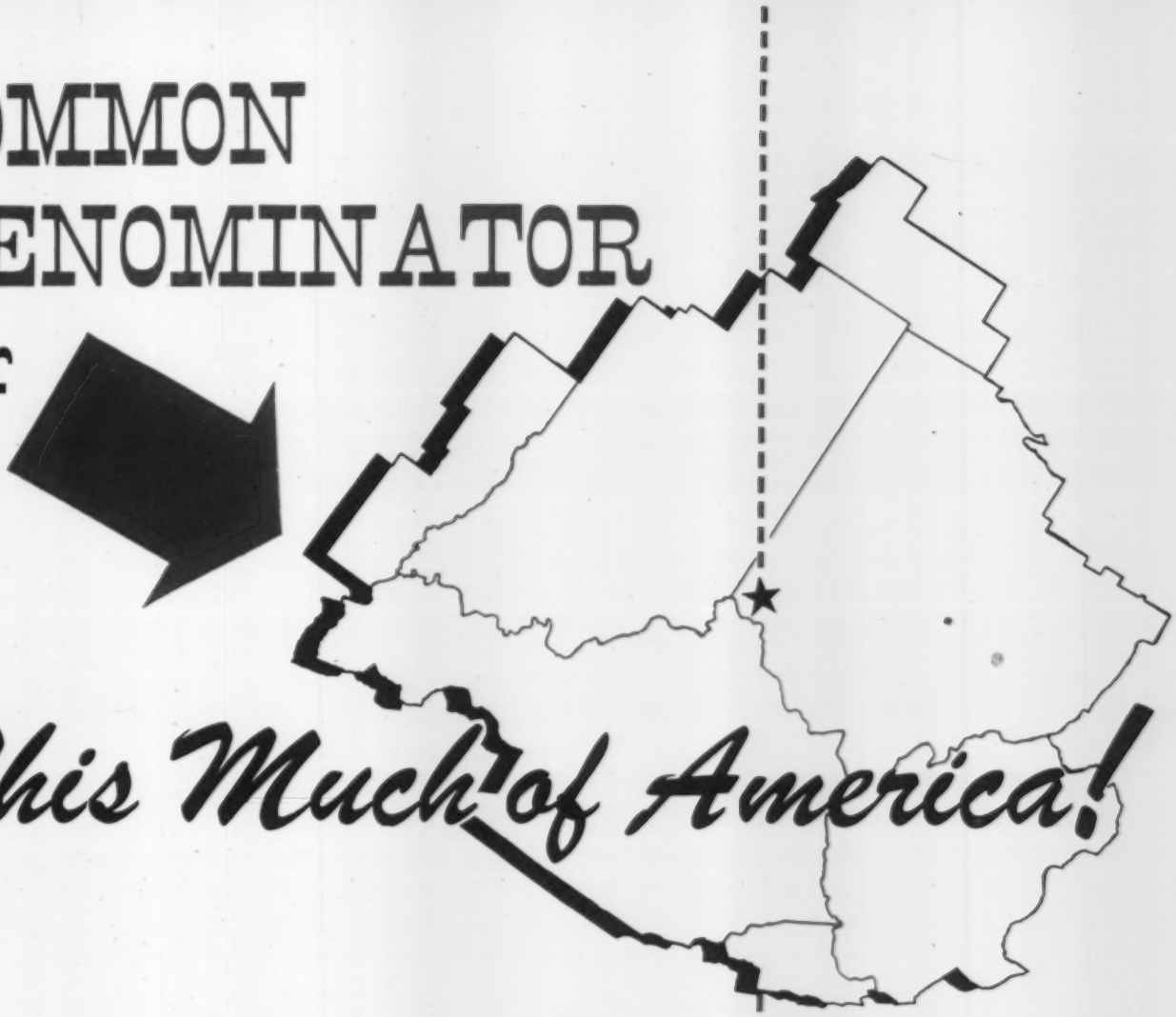
OPERATION OF FM in the new 100 mc band has all but disrupted television reception in the area contiguous to Alpin, N. J., where Prof. E. H. Armstrong, FM inventor, maintains high-power FM transmitters.

This was confirmed Friday by O. B. Hanson, NBC vice president in charge of engineering, who said, however, that trouble can be corrected by simple filter on older receivers and will be overcome in design of new receivers. Trouble has developed since FCC moved FM band from 50 mc area to 100 mc region, placing it above "downstairs" television operations. NBC resumed television transmission in 100 mc band May 9.

Virtually all television sets in Westchester County area were rendered inoperative, engineers reported, when Armstrong station began using high power on 92.1 mc. Mr. Hanson said trouble occurred only within radius of about three miles of Alpine and that prewar sets produced by DuMont and others also were affected. WNBT video signal is on Channel 4 (66-72 mc). He estimated possibly 400 to 500 sets affected, said RCA-NBC had corrected trouble by simple expedient of attaching a piece of wire of appropriate length to back of set. But he said this was not whole answer since "unwanted image response" would be picked up from other 100 mc FM transmitters as they go on air.

No such interference was experienced when Armstrong station and other New York FM outlets operated in 50 mc band, it was reported.

a COMMON DENOMINATOR for



This Much of America!

IN A VAST area where 9.5% of all the people in the United States live, WLW has a serious and difficult responsibility . . . to program its clear channel facilities satisfactorily for all segments of that considerable population.

These people live in portions of six states. Three and a half million are concentrated into 14 cities of 50,000 or more. Another six and a half million live in 216 incorporated towns of less than 50,000 and in uncounted hundreds of villages and hamlets. Two and a half million live on farms.

185 cities and towns in the area have no local radio station. We must remember them in our programming. Four out of every five are not farmers. We must provide the farmers essential radio service, but we must not forget the small town merchant, professional man, housewife and worker. Many of them depend largely on WLW for radio's top-rated entertainment.

We must cull from the news all the local references that will not be of interest to a large part of our audience, and we must emphasize news of a regional nature. Our farm service must be tailored to the territory . . . we cannot just pass along the national farm news and information.

Yes, WLW must be a common denominator for many people of many ways of life. It is significant, we believe, that both the Nielsen Radio Index, and the NBC 1944 All-County Survey, show that 17 of every 20 radio families in this WLW area listen regularly to the Nation's Station . . . proof enough that WLW fulfills its difficult responsibility eminently well.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION